

# Southern BUILDING SUPPLIES

DECEMBER 1954

SERVING THE LUMBER AND BUILDING MATERIAL DEALERS IN 18 SOUTHERN AND SOUTHWESTERN STATES



DISTRIBUTIVE EDUCATION LETS  
STUDENTS "EARN AND LEARN"



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Plans and Controls Business  
with Company-Old Sales Chart

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READY-MIXED CONCRETE  
ADDS PROFITS TWO WAYS

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How Foxworth-Galbraith Grew  
So Strong and Big in 50 Years

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Bill Zuber tells why WESTERN WOODS invade Dixie

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10,900 COPIES THIS ISSUE

# Window Shopping?



## HERE'S A WINDOW THAT HAS EVERYTHING -- THE ALL ALUMINUM MIAMI AWNING WINDOW



Three point metal-to-metal contact with the frame and vent sections makes tight closing triple positive. Now engineered with extruded elasto-meric vinyl weatherstripping (concealed), the Miami Awning Window is one of the tightest closing windows made.\*

Patented, concealed torque shaft joins panels into a smooth working unit by equalizing weight and relieving strain on pivot points.

Constructed from extra-heavy aluminum alloy sections (63-ST5) -- the Miami Awning Window requires no painting and a minimum of maintenance.

Shopping for a good window? Buy the all-aluminum Miami Awning Window. Dollar for dollar, feature for feature, there's no better, tighter-closing window than the all-aluminum Miami Awning Window.

For further information see Sweet's Architectural File 17a  
or write, wire, or phone Miami Window Corp.

5200 N. W. 37th AVENUE, MIAMI 42, FLORIDA

\*Air Infiltration Tests Passed at Pittsburgh Testing Labs.

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Volume 6

Number 12



a happy holiday season to all...



*and a joyous new year*

**BUY from the  
BIG NAME**

*in the*  
**ALUMINUM  
METAL MOULDING  
*business***

**SUPERIOR**  
ALUMINUM  
EXTRUSIONS



Whether you are a manufacturer of a product on which you use aluminum metal moulding, or a distributor who supplies functional aluminum shapes to the building industries,

you can profit by doing business with the big name in the extruded aluminum industry—Youngstown Manufacturing, Inc.

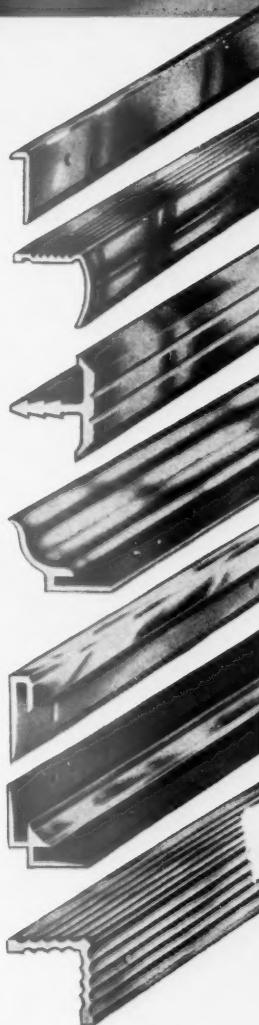
You profit when you do business with people who can give you what you want in moulding, in any shape, size or style. That's Youngstown Manufacturing, Inc.

You profit when you do business with specialists, men who concentrate on aluminum extrusions. They can give you the assistance you demand in your specific requirements.

You profit when you do business with a manufacturer who has the big facilities, the people who work in quantities.

You profit when you do business with a company which has pioneered in aluminum extrusions; who can interpret what you want and deliver when you want it.

That's Youngstown Manufacturing, Inc., the big name in the aluminum shape business . . . complete line, mass production facilities, specialists in aluminum extrusions. Prompt service.



### TIE UP WITH THE STEADY SUPPLIER

• Stable and steady—that's the reputation which Youngstown Manufacturing, Inc., has built among distributors and dealers in their many years in the aluminum business. Youngstown Manufacturing, Inc., sells exclusively through distributor-dealer channels. If you are interested in doing business with a manufacturer who will give you the delivery, the service, the assistance you need as a distributor or dealer, write to Youngstown Manufacturing, Inc.

### FINISHED MOULDINGS FOR YOUR PRODUCT

• Whatever you make to sell . . . dinette sets, doors, laboratory instruments, functional shapes, mechanical pencils, windows, soda fountains . . . Youngstown Manufacturing, Inc., can be your supplier of aluminum in any extruded shape for your product. Shapes of intricate design, or standard shapes, polished or finished to your specifications, ready for your assembly line, is the business of Youngstown Manufacturing, Inc., the big name in the aluminum moulding business. Engineering and designing service available. Write about your requirements.

## YOUNGSTOWN MANUFACTURING, INC.

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Youngstown 6, Ohio

SUPERIOR

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Atlanta, Ga.

Augusta, Ga.

Tampa, Fla.

Jacksonville, Fla.

# SAVE On the Job TIME and MONEY

*Use*  
**SHAKERTOWN  
SIDEWALLS**

to complete more homes faster  
under the most severe conditions



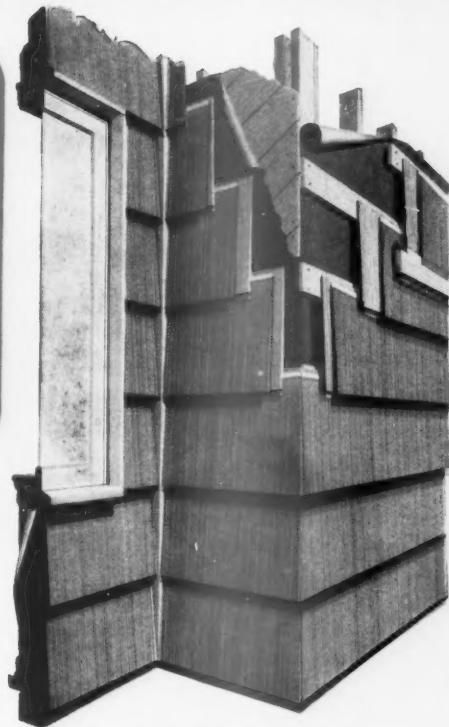
Double-coursed  
Shakertowns are easy  
to apply; provide wide  
range of distinctive  
styling.

**Weather** won't hold up construction—when you use Shakertown Sidewalls. These No. 1 cedar shingles are truly factory finished, require no further staining or painting on the job.

**Weather** often means delay on project homes—and costs mount quickly. Shakertowns are available in quantity. No skilled labor needed—a strip of shiplap for nailing guide is the only "extra" in the way of equipment.

**Weather** demonstrates Shakertowns' inherent advantages. Cedar shingle exteriors have millions of tiny air cells—nature's perfect insulation—to provide homes that are warmer in winter, cooler in summer. Cost less for maintenance and upkeep, too.

Get the **SHAKERTOWN Facts!** If you have an important job coming up, why not find out how Shakertown Sidewalls can save you time and money—increase your profits, too! Write, wire or phone the address below—today.



## JOB-PROVED!

### Make full use of these Shakertown Advantages

1. No staining or finishing on the job. Shakertowns come ready to apply.
2. Quick, easy application at low labor cost.
3. No scarce or critical materials required.
4. Wide range of colors and styling gives distinctive appearance.

. . . Build with Shakertowns!

THE PERMA PRODUCTS COMPANY  
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#### CALL US FOR SERVICE

When you need quality products PLUS Service call your nearest Dixie Warehouse and get what you want, where you want it when you want it. Each Warehouse is keyed to the needs of dealers in the different distributing areas and offers you a complete line of Plywood products—Bradley Solid and Hollow, Core Doors—Bradley Hardwood Plywood—Consoweld Plastics—Plytex, Embossed Plywood and Douglas Fir. Call your nearest Dixie Warehouse for the best products at fair prices.

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### HOUSTON, TEXAS

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## FREE to Building Supply Dealers

\* \* \* Use Handy Coupon Below

# PRINTED HELPS

**4. Plastic Finish Wallboard.** Data sheet gives complete details on color, sizes, and methods of packing and applying Superlite Predecorated Panelboard with durable baked-on finish. Accessories and dealer sales helps are described. The Superior Wall Products Company, 4401 N. American Street, Philadelphia 40, Pa.

**10. Access Door.** Attractive folder tells how easily new Coffman all-steel access door is installed. It fully describes this FHA-approved assembled unit. The R. G. Coffman Company, Inc., P. O. Box 1113, Orlando, Fla.

**12. Installment Financing.** Concise new handbook and guide explains system based on FHA Title 1 and regular ABC supplementary plan of financing home improvements and repairs. Allied Building Credits, Inc., P. O. Box 3426, Terminal Annex, Los Angeles 54, Calif.

**14. Ventilating Fans.** New specification sheets describe Murray line of fans, including 20- and 24-inch window fans and vertical and horizontal ventilating fans. Exclusive sales agent is the H. C. Biglin Company, Inc., 177 Harris Street N. W., Atlanta 3, Georgia.

**16. Maple Flooring.** Six new folders are available on The "Thrifty Third" of Hard Maple and Birch; Where Second Grade Means Excellent; Northern Hard Maple Flooring; For Real Economy—Use Third Grade; Useful 1 1/4-Inch Face Width; Finishing Northern Hard Maple the MFMA Way. The Maple Flooring Manufacturers Association, Pure Oil Building, 35 East Wacker Drive, Chicago, Ill.

**18. Exterior Plywood.** "Better Farm Buildings with Exterior Plywood" is a two-color folder that covers use and construction of farm buildings and equipment of plywood. It includes over 100 photographs, charts, tables, and construction details. The Douglas Fir Plywood Association, Tacoma Building, Tacoma 2, Wash.

**20. Stained Shingles and Shakes.** Five new folders give detailed application instructions for stained shingles, processed shakes, hand-splits, and tapersplits. Full colors are shown. The Colonial Cedar Company, 600 West Nickerson St., Seattle 99, Wash.

**26. Structural Glass.** "Glass For Construction" gives characteristics and uses of Libbey-Owens-Ford structural glass. Architects' file sheets for 1951 are available. The Libbey-

Owens-Ford Glass Company, Nicholas Building, Toledo 3, Ohio.

**28. Protective Paper.** Two folders on uses of Sisalkraft protective papers are sent on request. One describes covering and protection uses. The other describes low-cost lining for attics, poultry houses, and other uses. The Sisalkraft Company, 205 W. Wacker Drive, Chicago 6, Ill.

**30. Flush Doors.** An eight-page catalog gives details of design and construction of Mengel hollow-core and solid-core flush doors. Included are complete specifications, sizes, weights, and face species. Plywood Division, The Mengel Company, Louisville 1, Ky.

**32. Thrif-T Woodwork.** Illustrated 48-page catalog contains complete descriptions and specifications of Thrif-T packaged millwork items for windows, casements, exterior and interior doors, china cases, wardrobes, mantels, overhead garage doors. The Roach and Musser Company, Muscatine, Iowa.

**34. Aluminum Sink Frames.** Four-color folder gives complete instructions for installing Trimedge extruded aluminum sink frames. Imprinted with the dealer's name, the folder is an appropriate self-mailer. Trimedge, Inc., 4021 Mahoning Avenue, Youngstown 1, Ohio.

**36. Builders Hardware.** New items and improvements in the Adams-Rite line of locks and builders hard-

ware specialties are shown in catalog No. 49. The Adams-Rite Manufacturing Company, 540 W. Chevy Chase Drive, Glendale 4, Calif.

**40. Ideal Millwork.** Folders illustrate and describe Ideal Brand kitchen cabinets, wood window units, colonial entrances, fireplace mantels, linen and corner cabinets, and other millwork. William Cameron and Company, Wholesale, Box 889, Waco, Tex.

**42. Metal Thresholds and Saddles.** Illustrated catalog No. 9 lists 38 types and designs of thresholds and saddles in aluminum and brass, and also a complete line of other metal weatherstrip material. Southern Metal Products Corporation, 921 Rayner Street, Memphis, Tenn.

**44. Material-Handling Equipment.** A specification chart for 45 standard Ross carriers is included in an attractive new bulletin. Various models are shown in action in the photographs. The Ross Carrier Company, Benton Harbor, Mich.

**46. Hollow-Core Doors.** Selling points of Paine Rezo hollow-core flush doors are described in an attractive three-color folder. Sketches show interlocking air-cell grid core and other construction details for various door styles. The Paine Lumber Company, Ltd., Oshkosh, Wis.

**48. Asphalt Shingles.** A new four-color folder for consumer distribution shows the interlocking wind-resist feature of Ruberoid Dubl-Coverage Tite-On shingles. When held up to the light, this clever folder shows the double and triple coverage of the shingles. The Ruberoid Company, 500 Fifth Ave., New York 18, N. Y.

**50. SSIRCO Building Products.** Illustrated literature, newspaper advertising mats, radio scripts, instruction sheets, and price lists are available on roofing, siding, plywood, wallboard, insulation, garage doors, and screening. Advertising Department, Southern States Iron Roofing Company, P. O. Box 1159, Savannah, Ga.

### SOUTHERN BUILDING SUPPLIES

806 Peachtree St., N. E.  
Atlanta 5, Georgia

Please send me, without obligation, the free literature described in the December, 1951, issue of S\*B\*S with these key numbers:

Name.....

Position.....

Firm.....

Mail Address.....

City, State.....

**54. Metal Building Products.** An illustrated pocket catalog shows the complete line of Leigh metal building products. Information is included on door canopies, window awnings, ventilators, ornamental shutters, package receivers, dust chutes, clothes chute doors, and flower boxes. Air Control Products, Inc., Coopersville, Mich.

**58. Hinges, Other Hardware.** A 126-page catalog contains illustrations and specifications of some 3,000 types and sizes of Hager hinges, hasps, shelf brackets, mending plates, corner braces, and window hardware. C. Hager and Sons Manufacturing Company, 139 Victor Street, St. Louis 4, Mo.

**60. Clay Pipe and Specialties.** Attractive two-color booklet describes Oconee vitrified clay sewer pipe, fittings, flue, brick, drain tile, and structural specialties. The Oconee Clay Products Company, Milledgeville, Ga.

**62. Aluminum Casement Windows.** A 10-page, four-color catalog shows the complete line of Uralco Life-Time aluminum casement windows in standard and modular sizes. Drawings of installation details and suggested uses included. Advertising material is available to dealers. The Union Aluminum Company, Inc., Sheffield, Ala.

**64. Masonry Cement.** Pocket-size booklet contains suggestions for better masonry construction, tables showing amounts of mortar and masonry products needed, and general information on Cumberland Portland Cement Company, Chattanooga Bank Building, Chattanooga 2, Tenn.

**66. Marlite Paneling.** The Marlite color folder—a "miniature catalog" for prospective customers—tells the complete story about these plastic-finished panels in wood and marble patterns. The complete range of colors is shown. Marsh Wall Products, Inc., Dover, Ohio.

**68. Plywood Catalog.** The handsome Weldwood catalog is profusely illustrated. Among the 66 products described are many new finishes and grades of plywoods. The United States Plywood Corporation, 55 West 44th Street, New York 18, N. Y.

**70. Plastic-Faced Plywood.** Four-page folder with colored illustrations contains technical data and suggested uses for GPX, plastic-faced plywood, in residential and commercial construction. The Georgia-Pacific Plywood Company, Southern Finance Building, Augusta, Georgia.

**72. Marbleized Tieboard.** Folders describe distinctive patterns of Miratile deluxe tileboard and Miratile Marbletile, made of  $\frac{1}{8}$ -inch Masonite tempered hardboard. The Tile Board Panel Division, Miratile Manufacturing Company, Inc., JS, 600 West 81st Street, Chicago 20, Ill.

**74. Aluminum Products.** A new eight-page catalog shows Reynolds Lifetime aluminum roofing, siding, reflective insulation, gutters, downspouts, built-up roofing, and casement windows. Reynolds Metals

Company, 2036 South Ninth Street, Louisville 1, Ky.

**76. Insect Screen Guide.** Retail prices of Cortland brand insect wire screening can be figured quickly and easily with a new 22-page Surface Table guide. Other sales information is included. Wickwire Brothers, Inc., Cortland, N. Y.

**78. Arm-Glaze Putty.** Folder explains the application of this bluish gray elastic compound for glazing windows. Millwork operators throughout nation are quoted as to its service and economy. The Armstrong Company, 4065 S. La Salle St., Chicago, Ill.

**80. Folding Stairway.** Slide-A-Fold disappearing attic stairways are presented in an attractive three-color folder. Specifications and installation data are included. The Craig Wood Products Company, Columbus, Ga.

**82. Bonding Plaster.** Two-color folder tells how Nu-Wall permanent bonding plaster can be used to replaster old or damaged walls at less cost. No chipping, roughing, or scratching is necessary before application. Small folder answers questions about this plaster. Nu-Wall Manufacturing Company, 923 N. 19th Street, Milwaukee 13, Wis.

**84. Fir Plywood.** "Picture Pretty" with Douglas Fir Plywood" contains many illustrations, some full color, of ways to dress up and remodel a home with this plywood. Sales story is included. The Douglas Fir Plywood Association, Tacoma 2, Wash.

**86. Wood Preservative.** Descriptive literature tells the story of treating lumber against termites and decay with Penta-Preservative and Penta WR. Actual photographs compare treated and non-treated woods and show how preservatives reduce swelling and checking. The Chapman Chemical Company, Memphis 3, Tenn.

**88. Asbestos-Cement Building Products.** Shingles and Wallboard: Full-color illustrated folders on "Century" Asbestos-Cement Roofing and Siding Shingles; also illustrated folders with application information on "Century" APAC Sheets. Write Keasbey & Mattison Company, Amherst, Pennsylvania.

**90. Gypsum Wallboard and Sheathing.** Certain-teed Products Corporation, Ardmore, Pennsylvania, has published a new catalog covering its gypsum sheathing and wallboards, their advantages and uses. The 20-page book gives detailed instructions for applying sheathing and the various types of gypsum wallboard. It also describes in detail the laminated gypsum wallboard system and the fiber tape joint system used for treating joints between wallboard panels. A section of the catalog is also devoted to a description of the manufacture of gypsum wallboard and sheathing.

**92. Ornamental Iron.** Catalog sheets contain actual photographs of installations of various pieces and designs of Coffman stock ornamental ironwork. The Rail-O-Graph with chart for determining railing pitch for steps is included. Model number and prices are given for each model. The R. G. Coffman Company, Inc., P. O. Box 1113, Orlando, Fla.

## PRINTED HELPS

(From page 7)

Order this FREE LITERATURE by filling in coupon on page 7 of this S\*B\*S, then mail!

**96 GPX Plywood.** New consumer folder introduces trade character who epitomizes the toughness and smoothness of GPX plastic-faced plywood. Folder shows and describes construction, specifications, and four grades of this material. Thirteen popular uses are spotlighted in three colors. Georgia-Pacific Plywood Company, Augusta, Ga.

**98 Ideal Bathroom Cabinets.** Catalog shows cabinets in 17 designs and a wide range of sizes, including chrome-plated, fluorescent - lighted models. It also shows clothes-chute doors and milk and package receivers. The Ideal Cabinet Corporation, 7722 Joy Road, Detroit 4, Michigan.

**100 Tension Screens.** Four Color counter display sells the advantages of Keystone Aluminum Tension Screens, such as easier installation, lower cost, eye appeal and durability. Easy to follow installation sheets and consumer envelope stuffers are also available for distribution to retailers. Keystone Wire Cloth Company, South Ave., Hanover, Pa.

**102 Stanley Electric Tools Catalog.** A new 96 page catalog by Stanley Electric Tools, Division of The Stanley works gives full descriptive information on the complete Stanley line of portable electric tools for working in wood or metal. Included are such typical items as Stanley Safety Saws, electric planes, portable routers, tool sharpening grinders, electric drills, and many others. Stanley Electric Tools, 300 Myrtle Street, New Britain, Conn.

**104. Ornamental Iron.** New 32-page catalog shows great variety of ornamental wrought iron for columns, brackets, cornices, railings, and other decorative pieces. It is filled with photographs of actual installations on homes. The Tennessee Fabricating Company, 1490 Grimes Street, Memphis, Tenn.

**106. National Lockset.** Catalog illustrating and describing the complete Series "410" National Lockset line. Locksets are reproduced in full color. Installation instructions, cross-sectional drawings and available finishes are included. Special cutaway drawing points up specific advantages and functions. The National Lock Company, Rockford, Illinois.

**108. "Aircraft Iron Work by Huntington Industries."** has been published by Huntington Industries, P. O. Box 3176, Memphis, Tennessee. The catalog describes and illustrates the Huntington complete line of stock ornamental and cast products. An exclusive with Hunting is their "Matching" plan, designed to furnish columns, brackets, etc., in matching designs.



## Put these FREE L·O·F salesmen to work for you

Here's a carefully co-ordinated sales plan of four cards to help you get more replacement window glass business. You can use them as package inserts, as separate mailings or as stuffers in your monthly statements.

Any way you use them, they're all designed to set you up as "glass headquarters" in your neighborhood—and bring this profitable business to you.

Of course, you'll want a good stock of

the easy cutting L·O·F Window Glass that carries the famous nationally advertised shield trade-mark. For advice on what quantities of the fastest selling sizes to stock, call your nearest L·O·F distributor, or write us direct. Libbey·Owens·Ford Glass Co., 55121 Nicholas Bldg., Toledo 3, Ohio.

**FREE! SEND FOR THESE CARDS Today!**

**IMPORTANT:**

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CITY \_\_\_\_\_ REQUESTED BY \_\_\_\_\_

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fine Oregon  
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PLYWOOD MILLS, INC.**

**GENERAL OFFICES  
EUGENE, OREGON**

**APMI SALES WAREHOUSES:** 925 Toland St., San Francisco; 4814 Bengal St., Dallas; 4003 Coyle St., Houston; 4268 Utah St., St. Louis; 1026 Jay St., Charlotte, N. C.; 111 W. Welborn St., Greenville, S. C.; Eugene, Oregon.

The **Douglas fir** that grows in Oregon's rain belt is the finest on the face of the earth. That's why we use it. The mills in which we make our plywood are models of efficiency in the industry.

The people who work with us are skilled, interested, productive—with pride in their jobs.

From these ingredients of materials, machines and men comes APMI plywood; exterior and interior panels that carry double marks of quality—the DFPA trademark and our own trademark.

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**SPECIAL -**



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**Asbestos Cement**

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Builders have asked for them . . . now they are here. New Mustang Asbestos Cement Roofing Shingles are something special indeed. They are unbelievably strong and will last a lifetime. Stock them . . . and watch them sell!!

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- Less breakage, due to the longer asbestos fibers used by Mustang
- Less leveling and squaring to do
- More uniform in size, thickness, and color
- Five beautiful, non-fading colors: White, Green, Tan, Coral, and Blue
- Easy to apply

### **MUSTANG Dutchlap Shingles**

**16" x 16"**

Available in  
Blue and White  
Only

**12" x 24"**

Five  
Colors



**Order your descriptive folder  
and price list today!**

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# AMERICA'S NO. 1 PACKAGED CHIMNEY

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HEATING CONTRACTORS • HOME OWNERS

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**No. 1 With Heating Contractors**—When the heating equipment is connected to a Van-Packer, the contractor forgets about any trouble caused by poor chimney draft.

**No. 1 With Home Owners**—Van-Packer saves fuel—will not crack plaster walls—and safeguards the home and family. It's a lifetime chimney which can be used with all fuels. Listed by Underwriters—1/10th the weight of brick construction.



### Van-Packer CORPORATION

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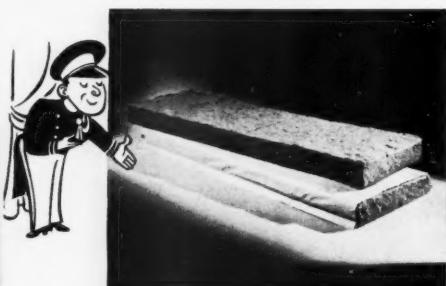
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Announces

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### THE NEW, IMPROVED BALDWIN-HILL BATT

The improved Baldwin-Hill insulating batt, designed for easy installation as well as performance, is now available through E. W. Proctor & Company. This semi-rigid, rockwool batt of uniform thickness and exceptional resiliency, eliminates the flopping-about that made old type batts hard to handle.

Available full thick or semi-thick, paper encased or open faced, Baldwin-Hill batts save installation time—and time saved is money saved!

Baldwin-Hill batts are manufactured in a variety of lengths to meet your particular requirements. Look over the many features of Baldwin-Hill batts listed below. Then call on E. W. Proctor the very next time you need insulating batts.

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Baldwin-Hill batts are:

- Semi-rigid, easy to handle
- Full thick or semi thick
- Paper encased or open face
- Moisture repellent
- Highly efficient
- Fire Proof
- Sound deadening
- Economical to install

## E. W. PROCTOR & CO.

1316 Washington Street  
COLUMBIA, S. C.

## Association Directory

*Associations serving Building Supply Dealers in Southern and Southwestern states—and served by SOUTHERN BUILDING SUPPLIES*

**Alabama Building Material Exchange**—519 Stallings Building, Birmingham 3, Ala. Executive Secretary: Mrs. Mary K. Harless. Tel. 7-3195. President: W. Thornton Estes, Birmingham, Ala.

**Arkansas Association of Lumber Dealers**—727 Pyramid Building, Little Rock, Ark. Secretary: E. DeMatt Henderson. Tel. 8283. President: E. E. Bonsteel, Harrison, Ark.

**Carolina Lumber and Building Supply Association**—114 Builders Building, Charlotte, N. C. Secretary-Manager: E. M. Garner. Tel. 2-4921. President: J. C. Caulkin, Rock Hill, S. C.

**Florida Lumber and Millwork Association**—2218 Edgewater Drive, Orlando, Fla. Secretary-Treas.: Mrs. Marie M. Bennett. Tel. 2-3761. President: Francis J. Igou, Orlando, Fla.

**Kentucky Retail Lumber Dealers Association**—Knott Building, Lebanon, Ky. Secretary: Donald A. Campbell. Tel. 74. President: Sam Levy, 12th at Breckinridge, Louisville 10, Ky.

**Louisiana Building Material Dealers Association**—528 Florida Street, Baton Rouge, La. Secretary-Manager: R. Needham Ball. Tel. 2-4080. President: Ruford H. Smith, Lafayette, La.

**Building Material Merchants of Georgia**—1050 Ponce de Leon Avenue, N. E., Atlanta, Ga. Counselor: Joseph G. Rowell. Tel. Elgin 5329. President: W. R. Bedgood, Athens, Ga.

**Lumbermen's Association of Texas**—Second National Bank Building, Houston 2, Tex. Executive Vice-President: Gene Ebersole. Tel. PReston 9157. President: W. B. Milstead, Houston, Tex.

**Middle Atlantic Lumbermen's Association**—1528 Walnut Street, Room 1123, Philadelphia 2, Pa. Executive Director: Robert A. Jones. Tel. PFennypacker 5-5377. President: Claude G. Ryan, Lancaster, Pa.

**Mississippi Retail Lumber Dealers Association**—650 South State Street, Jackson 5, Miss. Secretary-Treasurer: E. B. Lemmons. Tel. 3-2077. President: R. C. Stockett, Jackson, Miss.

**National Retail Lumber Dealers Association**—302 Ring Building, 18th and M Streets, N. W., Washington 6, D. C. Executive Vice-President: H. R. Northup. Tel. NAtional 6757. President: Clyde A. Fulton, Charlotte, Mich.

**Oklahoma Lumbermen's Association**—815 Leonhardt Building, Oklahoma City, Okla. Industrial Manager: W. M. Morgan. Tel. 7-0338. President: Robert A. Parker, Ponca City, Okla.

**Southern Sash and Door Jobbers Association**—209 Sterick Building, Memphis 3, Tenn. Secretary-Treasurer: C. Barney Gallagher, Jr. Tel. 8-4588. President: M. C. Davidson, Houston, Tex.

**Southern Wholesale Lumber Association**—McMillan Bank Building, Livingston, Ala. Secretary-Manager: Robert F. Darrah. Tel. 3051. President: Arthur C. Bishop, Louisville, Ky.

**Southwestern Lumbermen's Association**—512 R. A. Long Building, Kansas City 6, Mo. Secretary-Manager: Allan T. Flint. Tel. VICTor 2265-6. President: C. D. Burkholder, McPherson, Kan.

**Tennessee Building Material Association**—711 Broadway, N. E., Knoxville 17, Tenn. Secretary-Manager: R. O. Brownlee. Tel. 2-0185. President: Fleming Smith, Nashville, Tenn.

**Virginia Building Material Dealers Association**—3303 Monument Avenue, Richmond 21, Va. Secretary-Manager: Harris Mitchell. Tel. 6-1749. President: L. R. O'Hara, Yorktown, Va.

**West Virginia Lumber and Builders Supply Dealers Association**—P. O. Box 1589, Fairmont, W. Va. State Secretary: Sam H. Diemer. Tel. 364. President: Charles Badger, Parkersburg.



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**E. A. Nord Co., Inc.**  
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**Puget Sound Manufacturing Co.**  
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**Simpson Logging Company**  
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**The Wheeler Osgood Company**  
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Shown here is the well-known F-416 design

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**QUALITY MANUFACTURED\*** Douglas fir doors are real triple-threat performers. They give you that always-looked-for, seldom-found combination of quality, durability and craftsmanship.

FDI-Inspected doors are manufactured in 21 entrance door designs, 36 interior designs, several garage door designs. Residence, commercial or public building—there's a style, size and grade for every use.

Performance-engineered for perfect alignment, perfect balance . . . doors bearing the FDI Hallmark of quality are manufactured and inspected in strict accord with rigid Department of Commerce quality standards.



Genuine FDI-Inspected doors are stamped with official industry grade-marks shown at left. These marks are far more than grade identification. They are your assurance of uniform quality and craftsmanship. Furnished at buyer's request are notarized Certificates of Inspection attesting manufacture and Inspection in accord with U.S. Commercial Standard CS73-51 or CS91-41.

### Fir Door Institute

Tacoma 2, Washington



**"Pee-Gee SEALKOATT is the best product we have yet discovered for sealing hot spots in new plaster walls"**

... says Mr. C. A. Culbreth, Vice President of Hedges Builders Supply Company, Albany, Georgia. Pee-Gee dealers for 30 years



**...and SEALKOATT  
is a great primer-sealer, transparent or pigmented**

**SEALKOATT HAS:**

**1. Terrific sealing power**

Wait until you see how this new product seals over porous gypsum wallboard, spotted-up nail holes, and all kinds of dry wall construction! It took ten years to develop, but we're sure you'll agree it's way above anything you've used before.

**2. Exceptional film holdout**

A highly important improvement . . . due to the outstanding self-sealing quality. This solid film-building feature results in perfect two-coat jobs, even where deep-tone Flat finishes are used over Sealkoatt.

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The best we've ever seen in any brushing sealer . . . and that covers a lot of brushing experience!

**4. Nearly twice the hiding power**

. . . based upon an average of well-known sealers (including some previous Pee-Gee products)!

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Your customers will thank you for showing them the superiorities of Pee-Gee Sealkoatt. It's great!

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# Are Your Customers in this Profit Picture?

Builder profit stories like these (below) are bringing many new, satisfied customers to INSULITE dealers everywhere. Just read about the *big savings*—and *better sheathing jobs*—these builders are getting by using INSULITE BILDRISE SHEATHING instead of wood sheathing. This powerful story is being told to builders all over the country—through national ads, direct mail campaigns, and sales calls. So now is the time to step up *your* sales—by stocking, displaying, and promoting the INSULITE line of building products.



"Insulite Bildrite Sheathing saved me \$286.00 on my latest job. I'm getting superior sheathing jobs, too, because Bildrite is waterproofed throughout and therefore doesn't warp or buckle on the job."

Thomas W. Giles, General Contractor,  
Cleveland, Ohio



"I use Insulite Bildrite Sheathing because it's the best on the market. It also saves me \$169.00 on every house I build."

John Taroli,  
Syracuse, New York



"By using 4-foot Bildrite Sheathing instead of wood sheathing, we eliminate corner-bracing, and also save approximately \$100.00 on every job. We also get far more bracing strength."

Leslie H. Braatz, L. H. Braatz & Son,  
Milwaukee, Wisconsin



"We've saved up to \$200.00 per building by using 4-foot Bildrite Sheathing on our Rose Vista apartment project. We've found we get stronger walls with Bildrite . . . without corner-bracing."

E. R. Daleen, Sowers Construction Co.,  
St. Paul, Minnesota



"While building my own home recently, I saved \$253.00 and got stronger, better-insulated walls by using Insulite Bildrite Sheathing and Insulite Shingle-Backer."

George Flagler, Lynn Construction Co.,  
Chicago, Illinois



"We save \$105.00 on every job by using 4-foot Bildrite Sheathing (\$40 because of lower application costs, \$25 by eliminating corner-bracing, and \$40 by using Insulite Shingle-Backer on our walls.)"

Roy Olson, Minneapolis, Minnesota



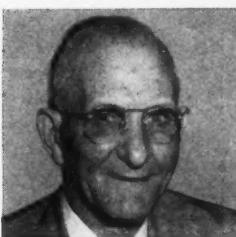
"4-foot Bildrite Sheathing gives us far greater wall strength than we'd get with horizontal wood sheathing—and saves us \$100.00 per job besides."

Stanley Orlowski, Quality Builders,  
Milwaukee, Wisconsin



"There's no doubt in my mind—Bildrite is the best sheathing on the market. What's more, I actually saved \$218.00 on my latest job by using Bildrite instead of wood sheathing."

Robert Uelz, General Contractor,  
Des Moines, Iowa



"We've made considerable savings this year—at the rate of about \$100 per job—by using Bildrite Sheathing. But most important is the fact that Bildrite gives us the best sheathing on the market. It doesn't warp or buckle, even after long exposure to the weather, and has great structural strength."

Earl S. Snyder  
Snyder-Adler-Bartley Construction Co., Toledo, Ohio



Hugh J. Bartley



"We're saving over \$100.00 per house by using Bildrite Sheathing on our 365-unit project in Cleveland. Besides, Bildrite is waterproofed throughout and is easier to cut and apply than wood sheathing. And we're also eliminating corner-bracing on every job."

Al Azolino  
Lath-Rite Builders, Cleveland, Ohio

Charles Delia



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Sales figures show that lumber dealers are now getting an increasingly large share of the attic fan business. The Hunter Package Attic Fan offers just what you've needed to make real money selling attic fans. It's priced for low-cost homes, simple to install, compact and easy to handle. Complete and ready-to-run, this fan fits low-ceiling attics and narrow hallways. No suction box or other "extras" needed. Certified air deliveries from 4750 CFM to 9700 CFM—quiet, efficient and dependable. Mail coupon below for catalog, prices and complete information.

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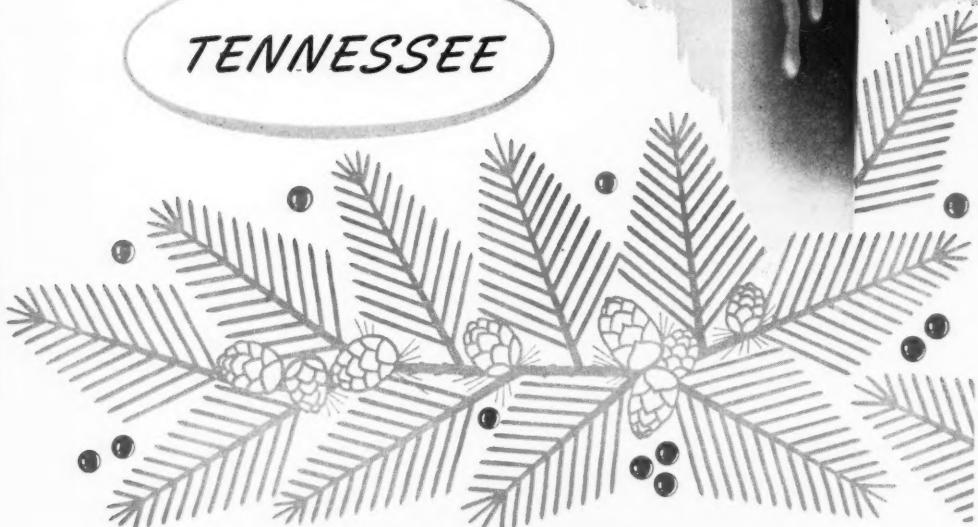
Address \_\_\_\_\_

City & State \_\_\_\_\_

# Season's Greetings

from

TENNESSEE



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**PRODUCTS & CHEMICAL**

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**By J. W. (Bill) ZUBER**

**WHEN WE STOP** to think that for centuries nothing but Southern yellow pine lumber has been used in the construction of homes and other light structures in the South, we wonder how any other species could take its place.

The low grades of lumber, such as our framing and sheathing, for many years have been entirely Southern pine in the Southeast. But today, day by day, insulated siding and sheathing are taking the place of wood. In the long run, these fabricated items are said by contractors to cost less due to their greater ease of installation and their dimensional stability.

How about dimension stock? Because good yellow pine—properly manufactured and dried—is not available in adequate quantities at prices to compete with the low-grade lumber being furnished in our area from the West Coast, the time has come that Western woods are, in some instances, replacing Southern yellow pine dimension stock.

We have found that even No. 3 common fir dimension is being shipped all the way from the West Coast for use in competition with our local No. 2 common yellow pine. It is preferred now by some contractors!

We know, too, that dealers requiring dimension in lengths greater than 16 feet have had a difficult time in securing them in yellow pine. Hence, West Coast products coming into our area in 2x4

**EDITOR'S NOTE:** At the last quarterly meeting of the Southeastern Lumbermen's Club in Atlanta, Ga., a topic of foremost interest was the increasing acceptance of Western lumber in the last stronghold of Southern yellow pine—the Southeast. John W. Zuber, president of the Zuber Lumber Company, that has been wholesaler of lumber since 1889, spoke on this topic. His views are printed below for the consideration of lumber dealers, wholesalers, and manufacturers alike.

### **Wholesaler Zuber tells why:**

## **WESTERN WOODS invade the Southeast**

through 2x12 sizes in such long lengths, and in timbers above 16-foot lengths, are certainly making terrific inroads on the yellow pine market.

There are two reasons for this invasion of Western woods.

First, yellow pine is not available in such lengths and sizes, as it used to be.

Second, it is not difficult to get the long lengths of Douglas fir and for little more expense.

Another thing we might consider is that the Douglas fir we have been receiving throughout the Southeast arrives flat and straight. Consequently, the waste is nil compared to the waste caused by the warpage and crookage of Southern yellow pine.

**Labor costs** are a tremendous item in construction today, as we all know. If our contractors and builders can save much on labor, they can overcome what little difference there might be in additional cost to secure the kind of lumber they want.

Douglas fir is coming into the Southeastern states not only in the lower grades, but also in finish and finished products. This development is due primarily to the fact that ponderosa pine has risen so in cost, its continued use for millwork in the South is almost prohibitive. Furthermore, it is almost unobtainable in quantities that are practical for any mass production.

In moldings and finished lumber, Douglas fir is becoming more popular day by day in our Southern states. We are certain that dealers in this region will buy and sell much more of it in the future.

Cypress was for many years

produced in large quantities in the South, so popular it was for many uses. But as the large stands of cypress have been depleted, the supply of cypress lumber has dwindled and the door has been opened for redwood from the Pacific coast. Redwood does the job of cypress and is taking the place that cypress has held for decades.

Another West Coast species that is replacing pine for woodwork in the South is larch. Larch is competitive in price, despite the additional freight required to get it to this region, and it is available in large quantities. Consequently, larch is replacing our native yellow pine.

As wholesalers serving all of Georgia, we know that less fir and other West Coast products are used in this state than in any other in the union today. Yet, these products are making inroads here—as they already have in the Carolinas, Virginia, Alabama, Florida, and Tennessee.

It seems to us that all dealers and wholesalers in the Southeast should be aware of developments so that we can best serve our customers and trade in our respective fields.

**HOUSE PAINTING.** Factors to consider in preserving a home with paint are presented in "Building Guide for Good House Painting." This two-color booklet simply describes sources of excessive moisture within wall structure, methods of combating moisture, exterior construction, interior construction, ventilation, and the painting surface. The West Coast Lumbermen's Association, 1410 S. W. Morrison Street, Portland 5, Ore.

To sell homes faster ...  
*make every room a  
 Salesroom*



with  
**STANLEY CABINET HARDWARE**

Here's a smart way to build more "sell" into your homes. Use Stanley Cabinet Hardware for *every* room in the house. It's easy to install, long-lasting, and how it "clicks" with home buyers!

Nothing *dresses up* a kitchen, for example, like Stanley Kitchen Cabinet Hardware in gleaming chrome. In bedrooms and sitting rooms, Stanley matching door and drawer pulls add extra value as well as new beauty.

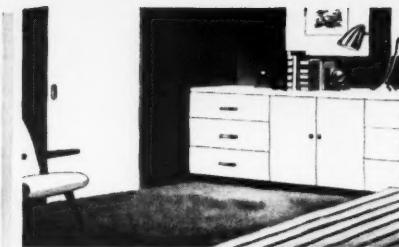
And in practically any room, Black Ornamental Hardware by Stanley is "love at first sight". There is a type and style of Stanley Cabinet Hardware for homes in every price class — put it to work, selling houses for you. The Stanley Works, New Britain, Conn.

Remember



Three Hinges To A Door

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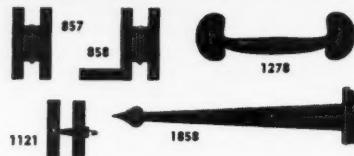
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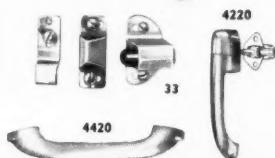
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**BLACK ORNAMENTAL Cabinet Hardware.**



**KITCHEN CABINET Hardware.**



4420



**Southern  
BUILDING  
SUPPLIES**

*Ready-Mixed*  
**CONCRETE**  
**pays lumber dealers**  
**off in two ways!**

**THE SALE** of ready-mixed concrete has mushroomed during the past 20 years, and many retail lumber dealers are among the firms cashing in on this material service in two ways.

1. They make a fair mark-up on the ingredients and cost of mixing and delivering the concrete.

2. Selling ready-mix helps them to capture profitable orders for lumber and other materials that might otherwise be missed.

According to most conservative figures compiled by the National Ready-Mixed Concrete Association, with headquarters at Washington 4, D. C., the percentage of portland cement shipments in 1930 used for ready-mixed concrete was 3.9; in 1940, it was 9.6%; and

in 1950—last year—it was 17.7%.

Cement used in ready-mixed concrete in 1930 was estimated at 6,250,000 barrels. By 1940 it had reached an estimated 12,500,000 barrels—or twice as much of the cement shipped. By 1950 it had reached an estimated 40,000,000 barrels—3.2 times as much of the cement shipped in 1940, and 6.4 times as much of that shipped in 1930!

These figures are based on the assumption by NRMCA that an average of five sacks of cement is used in each cubic yard of con-

crete. Some authorities believe that this association's estimate of cement consumption by the ready-mixed concrete industry is low.



The engineered automatic ready-mixed concrete plant of the Grayson Lumber Company in Birmingham, Ala., is shown above with trucks loading for profitable deliveries to an apartment construction site. At right is seen the Hickson Lumber Company's self-designed automatic mixer and conveyor system. Materials are moved from railroad siding by a belt conveyor to a bucket conveyor. Assistant Manager Arlen Fairchild, right, is in charge of sales and operations.



They think that 50 million barrels is closer to the actual consumption in 1950. Using this higher figure, ready-mixed concrete production last year totaled about 40 million yards with a delivered revenue of about \$400 million.

Retail lumber dealers have gotten into the manufacture and sale of ready-mixed concrete in several ways and for several reasons. Large metropolitan dealers like the Grayson Lumber Company—in industrial Birmingham, Alabama—watched their sale of cement and aggregates to builders and general contractors shrink and shrink and shrink—as these customers turned to local suppliers of ready-mixed concrete.

Up in Martinsburg, West Virginia, the Thorn Lumber Company noted that the small contractors were not accommodated promptly and efficiently by the ready-mixed concrete dealer. Since these small builders were some of the best customers Thorn had, this retail lumber dealer decided to meet their need for dependable, economical ready-mixed concrete. And so the Thorn Lumber Company went to the tremendous investment that this item requires.

To meet the need for ready-mixed concrete of farmers, builders, and industrial customers in their area, the Hickson Lumber Company in Paragould, Arkansas, set up a separate company in the form of a subsidiary to make and sell ready-mixed concrete. The name: the Hickson Ready-Mixed

#### Concrete Company in Paragould.

However, nearly every retail lumber dealer who has gone into the ready-mixed concrete business will tell you that it takes a lot of research, "know-how," and follow-through to make a satisfactory success in it.

Entry into the ready-mixed concrete business is not too difficult, thanks to the help available from several associations and many manufacturers and engineering firms. Among the associations are the National Ready-Mixed Concrete Association, the Portland Cement Association, the Cement Institute, and the American Concrete Institute.

The publications of these groups and the American Chemical Society, the trade press, and technical books, such as J. C. Witt's "Portland Cement Technology," provide concrete mix, application, and handling information.

Manufacturers of mixing trucks,

The automatic concrete mixing plant of the Thorn Lumber Company in Martinsburg, W. Va., is shown with two truck mixers on our S\*B'S cover this month. General Manager Nelson Mohler is seen above taking a concrete order from a small local contractor, who now buys all his materials from Thorn.

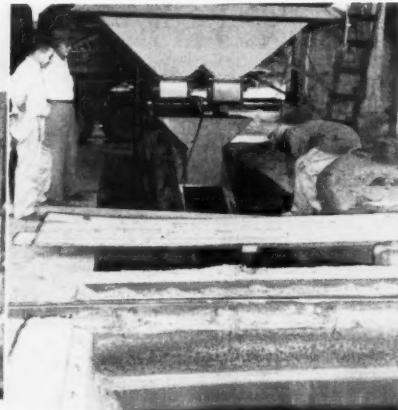
conveyors, controls, and other necessary equipment also help the interested dealer to analyze his market and plan his plant's design and equipment.

For example, before building its ready-mixed concrete plant at 715 North 39th Street in Birmingham, the Grayson Lumber Company had its officials to visit different installations locally and in nearby cities. They decided them to call in skilled engineers of the Blaw-Knox Company, who planned and installed "a complete ready-mixed concrete package" job.

(See READY-MIXED page 72)



At left, J. M. Grayson, assistant manager of the Grayson Lumber Company in Birmingham, Ala., checks the automatic water meter in this firm's engineered concrete plant. Emory Fletcher, behind Grayson, observes the automatic cement cut-off. It adds and conveys the ce-



ment, which is weighed on an accumulative scale. The mixture is discharged into the transit-mixing trucks. At right, slag is drawn up a conveyor from the special railroad siding hopper and thence in a chain conveyor to storage bin above. J. C. Black is plant superintendent.

## **Predict future business trends with a 13-year-old company**

# **Sales Chart**

**By ERNEST W. FAIR**

**THE BEST** aid for planning future policies is an accurate record of past business experience, according to D. D. Deaver, secretary of the Pioneer Company, Inc.

"Keep a sales chart year after year," he advises. "And in a few years it will tell you more about how business is going to be in your building supply organization next month than most 'business soothsayers'."

Such a chart is working wonders for this Springdale, Arkansas, building supply firm. Since Deaver devised the chart in 1938, it has served as one of the major guides in planning the business all through the year.

The chart is marked with parallel lines for dollar figures. Vertical lines cross these to separate months of each year. It is kept as a continuous roll so that it can be spread over a desk and the picture studied for as far back as 1938.

A red line carried across the chart shows cash sales.

A black line shows credit sales.

A green line depicts all sales by the firm.

"It's a simple chart, but what you can do with it is what makes it so surprisingly valuable," Deaver

explains. "For example, they say there are no really peak months in the year in this business and there's some truth in that. Originally I designed the chart just to see if there really were.

"In our store, June has come as close as possible to being such a peak month. Knowing that, we can plan our business promotion program accordingly every year.

"Now we plan every month of the year on the information shown us by this chart. We gauge the amount of business we can expect this year from past experience. We also have found from this chart what months of the year are best to give credit insofar as our customers and our community are concerned.

"When we see cash and credit

lines coming close together, the chart warns us to watch credit control a lot more closely. It shows when to clamp down on credit by the sharp rise in the credit sales line generally accompanied by a drop in the cash sales line."

There is a great deal of other careful planning that goes into the operation of the Pioneer Company.

Each month a sales meeting is held in the store and each department head is required to talk about his particular merchandise and his department. He tells other employees about anything new in his lines. This is designed not only to help train new employees but to keep the 15 seasoned employees of the firm on their toes all through the year.

(See SALES CHART page 75)



The chart in the top picture—being examined by D. D. Deaver and Mrs. J. F. Deaver — will show at a glance the Pioneer Company's business record back through 1938! Different colored lines chart total sales, cash sales, and credit sales. All merchandising plans are geared to the findings of the chart. At left is shown this progressive Springdale, Ark., firm's store.

**What manufacturers  
should expect and  
offer in dealer**



## CONVENTION Exhibits

**WE CONSIDER** participation in lumber dealer conventions one of our most important promotion activities, and we try by every device to make each exhibit pay out in largest measure.

A convention exhibit is the next best step from bringing our customer and prospective customer to our mill. The Kimberly-Clark Corporation exhibits its products at 23 conventions of lumber dealer associations each year. Because most of these conventions occur in



\* Genial Frank A. Biederman is Kimsul advertising and promotion manager for the Kimberly-Clark Corporation. He is a leader of the Building Material Exhibitors Association.

**By FRANK A. BIEDERMAN\***

the first quarter of the year, we find it necessary to maintain four display exhibits.

It is important to us that we not only get the most results for our dollars invested in convention exhibits, but that we be in a position to prove it to our management. This means careful selection of conventions.

The success of a convention with exhibits is a two-way matter. There are many things the exhibit manager can do, and we find he is only too glad to cooperate with us. But by the same token, the exhibitor also has obligations to the convention such as:

1. His display must be of interest—contain something new, informative, dramatic.

2. His representatives must be able to answer questions intelligently.

3. His display must be attended at all times by alert representatives—men who are on their toes mentally and physically at all times.

4. There should not be too many people in the booth so its carefully designed display can be seen without interference from the aisle.

5. A visitor should be made welcome and comfortable. Chairs should be provided for him, and also a place for his hat, coat, and packages.

6. Eliminate all entertainment during business sessions and exhibit hours.

In selecting a convention for

exhibiting insulation, we have three principal considerations:

- A. The importance of the market area.

- B. The importance of the lumber dealer association.

- C. The quality of the convention management.

Cost of space and cost of transportation have little to do with our decision. We feel that space costs are reasonable. That's due to good business judgment on the part of convention managers. We can't do much about transportation costs.

We do, however, protest against any unfair treatment in matters of: cost of services for electrical connections, handling charges, storage charges, and cost of furniture rental; lack of interest in exhibits; careless admission policy; poor convention programs; poor regulation of exhibition conduct.

We are interested in the quantity of people who attend a convention, but we are much more interested in their quality—who they are. In this connection, the statistics recently put together by the Building Material Exhibitors Association on convention attendance should be most valuable to exhibitors in selecting lumber-dealer conventions from now on. The existence of such figures is a measure of the convention management's business-like attitude.

The quantity or quality of attendance, however, is of no use to (See CONVENTION EXHIBITS page 75)

# MORE TREES FOR ALABAMA

**-thanks to this lumber dealer and to Rotarians**

**WHEN** Euel A. Screws, a lumber dealer in Opelika, Alabama, was appointed head of Lee county's "More Trees for Alabama" committee, figures showed that from half to 2/3 of the wooded area of the county was being burned each year with no organized program to curb fires or replant the devastated land.

The American Forest Products Industries, Inc., in 1948 had instigated the "More Trees for Alabama" program through alert lumber manufacturers and other interested citizens. (Incidentally, reforestation in the state has just been brought into the spotlight again through the new AFPI activity, "Keep Alabama Green.")

In 1948, this man had been in business for 28 years as: Euel A. Screws, Building Supplies. He sells a full line of building materials and retails lumber.

Lumberman Screws was keenly aware of the importance of forest protection to the economic welfare of the state—and more especially to his own building supply industry.

With a view toward shocking Lee county citizens into what was happening to their land, he started his program by having pictures made. These showed how fires had destroyed vast sections

of timber, and how resultant erosion had added even more to this loss. For comparison, he had pictures of forests with organized, adequate fire control.

With his pictures and with information gathered from forestry organizations, Screws started his campaign to make the community aware of the situation. He lectured to schools, garden clubs, service organizations and clubs.

Once they were convinced, only one major problem remained. Hand planting was too slow for his reforestation project.

As a prominent member, Screws took his problem to the Opelika Rotary Club. The members voted \$850 for the purchase of a first planter—and 365,000 seedlings were ordered for spring planting in 1948.

The final result is a county-wide project to replant 45,000 acres of woodland!

The planting machine was demonstrated to the land-owners. They were rented for a token fee of 50 cents for each thousand trees planted. Except when the weather was too rainy, the machines were kept going constantly.

until all 365,000 seedlings were in the ground.

The Rotary Club bought one more machine for the county the next fall, so that the planting goal was stepped up to 565,000 trees. In the fall of 1950, one more machine was bought—and 878,000 trees were planted. A fourth planter was bought a few weeks ago.

The goals for Lee county now are 1,000,000 seedlings planted each year, and the ultimate planting of 45 million trees!

With his reforestation program in full swing, the next project undertaken by Rotarian Screws was to make the county conscious of forest fires and their prevention.

A Fire Prevention Committee was formed, with the head of the Chamber of Commerce Agricultural Committee as ex-officio chairman. Agricultural Committee chairmen of the five Opelika service clubs rotate as the Fire Prevention Committee chairman for the county.

Each voting precinct has been organized into a fire-fighting unit. Through this program, the county

(See MORE TREES page 86)



Euel A. Screws, seen at left with a shipment of trees, spearheaded a reforestation program in Lee county because he realized the importance to the lumber industry of "keeping Alabama forests green." Opelika Rotarians gave \$850 during the first year for a tree-planting machine, above. The result? A program to reforest 45,000 acres of Lee county over a period of about 20 years, with 45,000,000 seedlings!

**Now a 70-yard chain in four S. W. states  
the Foxworth-Galbraith Lumber Co. marks**

## **50 Years of Lumber Retailing**

**LAST MONTH** the Foxworth-Galbraith Lumber Company celebrated 50 years of successful business operation. Through two wars, four depressions, fire, famine, and other "ups and downs," this Texas firm has grown to include 70 retail lumber yards strung from the northeast corner of Texas to California.

The company celebrated this golden anniversary with an all-out advertising and public relations campaign that included one-fourth, one-half, and full page advertisements of the occasion and a \$5,800 prize promotion. Created by the Aylin Advertising Agency, Foxworth-Galbraith's advertising has been so popular that other companies have sought use of its system.

From one lumber yard in Dallhart, Texas, this chain spread through Texas, New Mexico, and Arizona, and now includes a yard in Needles, Calif. The line of 70 retail building material stores reflects both the rapid development of the Southwest and the outstanding ability and character of the founders and their descendants.

Between 1870 and 1900, the population of Texas increased 273 per cent. Sufficient immigrants had come into the state to assume private ownership of all except marginal lands of the great free ranges. Concurrently, industrial and commercial developments

sprang up to sustain and also greatly increase the population. Foxworth-Galbraith was part of that development.

Both W. L. Foxworth and H. W. Galbraith had entered the lumber business and had demonstrated their ability to initiate line-yard operations before the merger of their talents.

Foxworth was graduated from the University of Mississippi in

1890. Although he weighed just 125 pounds, he was quarterback on the university's first team and developed into one of America's earliest football heroes. With a stroke of genius one day, Foxworth sat down and sewed a suitcase handle on the pants of a 230-pound center. When he received the ball, Foxworth grasped the suitcase-handle with his free hand (See 50 YEARS page 62)

To celebrate the 50th anniversary of its founding in Dallhart, Texas, the Foxworth - Galbraith Lumber Company last month ran large advertisements like this in all the towns and cities where it operates a modern lumber and building supply yard. One of its newest yards, in Borger, is seen below. Officials see that a company sign is on all exposed sides and ends of their buildings. A second generation of Foxworths and Galbraiths now manage the far-flung retailing enterprise.

**You're Invited to  
Foxworth-Galbraith's  
GIANT 50th ANNIVERSARY CELEBRATION**

**Come by and  
Register  
NOW!**

**\$5,800 WORTH OF  
FREE PRIZES**

**Beautiful  
1951 Buick FREE!**



You may win this beautiful 1951 Buick 4-door sedan fully equipped with Dunlite Think of it... you'll be the envy of your friends with this luxuriant car. It could be yours... FREE. Register today!

Join in the Giant  
ANNIVERSARY  
CELEBRATION

• NOTHING TO BUY  
• NOTHING TO WRITE  
• NOT A CONTEST  
• YOU DON'T HAVE TO  
BE PRESENT TO WIN

You will have an opportunity to win the Buick value FREE! One name will be drawn in each of nineteen cities of the Texas Panhandle and the South Plains. You will receive a complete service kit, service set and one name will be drawn at each of the cities for a handsome R.C.A. portable radio.

You May Win One of  
These Wonderful Prizes

REGISTER NOW!

**FOXWORTH - GALBRAITH**

Visit the Yard Nearest You

Panhandle Amarillo Dumas Canyon Childress	South Plains Biloxi Brown Lefors Floydada	Soroco Laramie Laramie Laramie Pinedale
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Imperial Sulphur Wilson	19 Sparkling 52 Piece Silver Service Set	19 R.C.A. "Globe-Trotter" Portable Radio
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FREE

FREE

We are one of these wonderful R.C.A. Radios. It's a portable radio for the night. Built in a rugged case, it has a speaker, earphones, a volume control, a tone control, and a switch for the power source. It can be used in the car or at home. It might be yours... register today.

You might be the right one to win this handsome and valuable R.C.A. "Globe-Trotter" Portable Radio. Please no batteries or battery current. Add one new battery like the one you are using right away.





## **Tomorrow's BUILDING SUPPLY PERSONNEL**

### *learn merchandising today*

**DISTRIBUTIVE EDUCATION** is a program designed to give high-school students who plan to enter the field of distribution some practical and profitable experience before graduation.

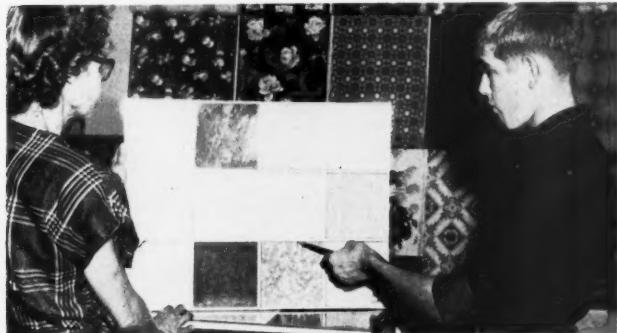
Retail building supply and hardware firms have joined in supporting the program in many states by providing part-time employment for boys — or girls — who want to enter that type of work when they graduate.

This program is the outgrowth of two specific interests — that of students to receive practical education and profitable experience while in school, and that of employers who appreciate being able to hire graduates with two or three years of experience in selling and the related duties of running a business.

One student gave this explanation of why he liked the D. E. program: "I suppose we would get bored if we weren't interested in it. The things we study are directly connected with our jobs, which gives them meaning — to help us sell and to help us get the most for our own money. Many of us will continue as full-time employees after graduation."

Although Distributive Education is advancing all over the nation, Texas has set up particularly effective programs under Plasco G. Moore in the Division of Vocational Education of the Texas Education Agency. Each of the 134 high-school programs in Texas is headed by a teacher-coordinator — a person employed by the school system to teach Distributive Education to students during the morning and to coordinate the work of the school and places of employment in the afternoon.

(See D. E. STUDENTS page 65)



Rolland Curtis—in his first year of Distributive Education at Levelland High School—already has learned to speak confidently about the advantages of the products of the West Lumber Company, where he has a part-time job. He receives school credit for time spent at this job. Above, Jimmy Staton helps a customer match drainboard tile to the kitchen color scheme. His part-time job is with a Jacksonville, Tex., firm. Above, Joan Layton and Ramiro Barron help a customer in the Christmas toy department of a Brownsville, Tex., hardware firm.





## MODERN STORE stimulates sale of modern products

**THE NEW PLANT** of Art Winfree and Associates, Inc., at 1052 N. Beach Street in Daytona Beach, Florida, epitomizes modern construction and, thereby, stimulates the sale of the modern building products that this firm distributes in five counties on Florida's east coast.

This specialty firm celebrated its 23rd anniversary in the building-supply business by holding "open house" recently in its new building, several blocks from its original location.

As shown above, the front of the building is "showcased" with 40 feet of nearly-roof-high plate glass. Shrubbery and lawn make it as attractive as many of the residences which have been built with the building products Winfree

(See MODERN STORE page 64)



The modern design of the new sales and warehouse building of Art Winfree and Associates, Inc., in Daytona Beach, Fla., its 8,000-square-foot parking court and driveway, and the silhouetted block-lettered signs on both sides and front—all attract attention of passing motorists and callers. The "showcased" salesroom, above, displays steel and aluminum windows, jalousie windows and doors, paints, a model kitchen, and appliances. Below, President Art Winfree congratulates Hugh Sullivan, right, manager of the new paint department.

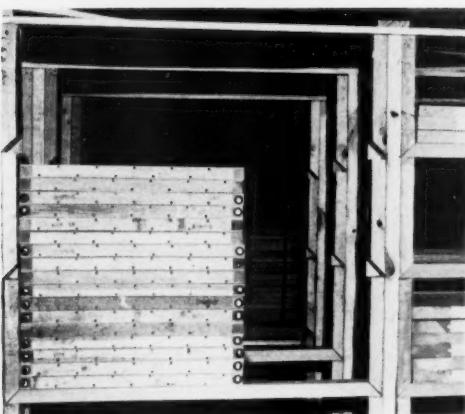




## **Designed for SERVICE and MERCHANDISING**

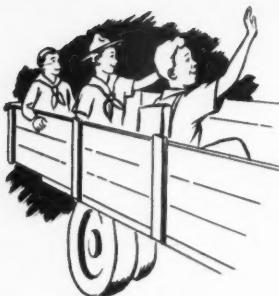
NEWEST and most serviceable of the Lyon-Gray Lumber Company's 24 retail supply yards in northeast Texas is that in the Oak Cliff division of Dallas, pictured above. Management, architect, and contractor pooled their experience to make it most functional in the displaying, storage, and handling of lumber, paints, hardware, glass, and other building products. Each office is paneled in different materials for demonstration purposes. At left, Manager Sam C. Sutton feels the mahogany panel below store-view window in his office, which has prefinished plank flooring. Building has air-conditioning, acoustical ceilings, asphalt tile floors.

Economy in handling materials and practicality in displaying them were two objectives realized when Lyon-Gray replaced their Oak Cliff yard with this modern one. Below, slow-moving types of nails are kept off the floor and out of the way in this ingenious rack. At bottom, the model kitchen—with prefinished wallpanels and Ideal cabinets—is used to supply coffee for patrons and staff.



Slickest trick in this new Dallas warehouse is the design of the storage racks for stock doors and sash. The 2x4 cross slats are mitered to fit into slots along upright frame. This permits adjustments for different quantities of like item. Plant includes three lumber sheds of wood frame and corrugated steel sheathing, small workshop, cement house, paved yard.





## Ways dealers can win

# PUBLIC FAVOR!

**ALMOST EVERYONE** believes that the Community Chest, the American Red Cross, the 4-H Clubs, the Cancer Fund, Boys' Club of America, and similar youth agencies are thoroughly worthy and desirable causes.

By the same token, then, the public feels that public-spirited individuals who lend their names and their time to those causes also are worthy and desirable individuals. Just as it doesn't pay to associate with criminals or communists, it unquestionably does pay to identify yourself and your business with various drives and organizations which enjoy high public esteem.

Aside from the personal satisfaction derived from helping obtain funds for an important purpose or giving a boost to a deserving organization, the publicity which results from serving as chairman or official of a worthwhile movement is an excellent way to bring about better Public Relations.

The dealer who finds himself unable to give a great deal of his own time to a good cause often can arrange for one of his employees to do part of the more routine work and thus can carry out his full obligation.

In the same way, it pays to belong to various civic or luncheon groups and to take an active part in the programs which they conduct in the public interest. One of the best ways to build sound Public Relations is to publicly endorse ideas or proposals which will improve the community or benefit its members.

Every Public Relations pamphlet which you receive from your National or from your State or Regional Association will serve several good purposes:

First, you can order additional copies for distribution in your community.

Second, you can use the text as a

short speech by adding your own opening and closing remarks and inserting ideas of your own.

Third, you can use portions of the text in your newspaper and radio advertising.

Fourth, you often can turn part of the text into a press release for your local newspapers.

The Public Relations pamphlets which come from the National or from the State and Regional Associations will deal with important, timely subjects which have a direct bearing on your Public Relations.

There are a number of ways you can distribute pamphlets economically and effectively in your community. Here are some:

1. Send them out with your monthly statements.

2. Send them to a selected list of local civic leaders—clergymen, school teachers, public officials, physicians, editors, and others who influence public opinion.

3. Distribute copies at community meetings.

4. Place copies on your counter for customers to pick up.

5. Ask your bank or savings and loan association to mail copies to their lists.

Any other printed materials of a Public Relations nature can be distributed in the same way. *The more you send, the more certain you can be that your efforts to bring about better Public Relations will get results.*

To help the individual dealer conduct an effective Public Relations program of his own, your National and your State or Regional Association will send you from time-to-time more complete and detailed suggestions about some of the ideas presented in this guide.

In addition, if you are actively interested in improving your Pub-

lic Relations and in helping to put your industry in the best possible light with the public, the National will appoint you a member of the new . . . **Minute Man Committee.**

That action committee is composed of dealers who have a strong and sincere interest in Public Relations. It now includes only men who have volunteered for membership or who have been especially selected because of interest they have demonstrated in the past.



ALL MINUTE MEN receive, at regular intervals, copies of speeches which they give before groups in the community and copies of news releases which they send to their local newspapers and radio stations. These Public Relations tools are in addition to pamphlets and other Public Relations materials which are distributed through the Federated Associations to all members.

So . . . if what we have said in this guide makes good sense to you and if you feel you can dedicate a small amount of your time to the improvement of your Public Relations . . .

*Volunteer as a MINUTE MAN and you will receive the materials which are developed for this specific purpose.*

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This is the last installment of the "Public Relations Guide for Retail Lumber Dealers." It was prepared by the National Retail Lumber Dealers Association as a service to the members of its federated state and regional associations of building material dealers.

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**TO PROVIDE** "one-stop service" for new home-builders, home-owners, and industrial customers alike, the Evans Lumber Company in South Charleston, West Virginia, in 1949 enlarged their store building to three times its former size and departmentalized the building materials and equipment in inviting displays.

With this triple expansion and emphasis on materials merchandising, the three principals—Walter A. Evans and sons Walter D. and L. Leslie Evans—gave real meaning to their new company slogan, "Everything for the Builder."

The Evans Lumber Company's letterhead lists the many items that customers may pick up "in one stop." These include all types of lumber, complete millwork, floor furnaces, builders hardware, Hanna's paints, plumbing supplies, electric supplies, sewer tile, sand and gravel, overhead doors, cement and lime, Rocklath and plaster, roofing materials, asbestos



## **Store departmentized to provide "ONE-STOP SERVICE"**

shingles, screen doors, insulating boards, Sheetrock, glass, sash and doors, weatherstripped window units, and Evans-styled oak flooring.

On the ground level of the remodeled store, the front end is given over to displays of paints, hardware, housewares, electrical and plumbing supplies, and small specialties. Experienced hardware and paint salesmen are always on

hand to advise visitors and patrons of proper uses of these materials.

In the center of the ground level are the desks of the Evans brothers and sales personnel, where contractors and home-owners are counseled as to plans and material needs. Metal and wood window units and other demonstrators are at hand in this area.

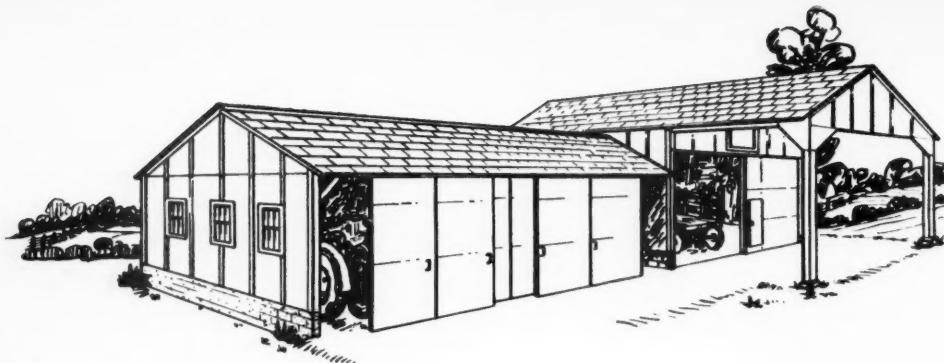
The back end of the ground level is used for warehouse space, and so is most of the upstairs. The senior Evans has a private office on the second floor and the drafting room is located there.

The Evans Lumber Company is  
(See ONE-STOP page 74)



Home-owners and builders in South Charleston, W. Va., find the modern store of the Evans Lumber Company chock full of materials, supplies, and equipment they need for construction, improvements, or maintenance. Self-service is easy due to the island fixtures and open shelf displays, pictured here. Big windows around the store make it a veritable showcase, as the top picture indicates. Silhouetted block letters, along narrow canopy above windows, emphasize variety of materials sold in this store.





**PLANS AVAILABLE for this**

## **FARM STORAGE SHED and REPAIR SHOP**

**WINTER** is when progressive farmers give attention to adequate storage of farm machinery. Poor housing for equipment may result in rapid depreciation that would nullify profits made with such equipment.

The above plan offers not only a closed-in shed to protect farm equipment but also a repair shop—a necessity for any farm that is run profitably today with modern machinery. This all-purpose plan was developed by the Better Farm Buildings Association, whose motto is "Efficiency through Functional Design."

Over-all dimensions of the combination structure are 60 by 24 feet. The shop is 24 by 24 feet, with the open canopy extending 12 feet in front. This makes a convenient shelter and washing area.

On the first floor is a 12x24-foot bay for truck storage or machine

repair area. The other half of the floor serves as a machine shop. A stairway leads to a second floor where space is adequate for a woodworking center or other use. Lumber and machine repair parts can be stored here.

The gabled roof of the one-story machine storage area flanks the side of the shop building. This storage area is laid out in three 12-foot bays—each accessible by sliding doors that make up the walls. The end wall, set on a masonry foundation, is covered with insulating sheathing and asbestos boards. Six-inch posts support the roof plate on the front and back of the building.

The roof is decked with wood and finished with thick-butts asphalt shingles to make a long-lasting, fire-resisting job.

The concrete floor is easily cleaned.

Walls of the shop are insulated with rock-wool.

This structure can easily be enlarged to house more equipment. Additional expansions can be made to each end of the building.

A 17x22-inch set of working drawings for the BFBA Machine Storage Shed and Repair Shop may be obtained by sending \$1.00 payment with the completed coupon below. The plans are completely detailed—even to electrical and ventilating specifications. Send for a set now—and use them to sell more materials to more farm customers!

### **New Basement Flood Control System Shown**

A new basement flood control system was shown for the first time at the recent National Plumbing and Heating Exposition in Chicago. The Plumbing and Heating Industries Bureau reports that the new unit is electrically controlled and fully automatic. When sewage water starts to back up into the basement through the disposal pipe, the device automatically closes off the house sewer from the street sewer, or disposal pipe, and starts to pump water from the house sewer, downspouts, floor drains, etc.

The water is discharged under pressure into the disposal pipe or street sewer. The unit may be sunk into the basement floor or it may be installed just outside of a building and sealed with a water-tight cover.

**PLANS EDITOR, Southern Building Supplies  
806 Peachtree Street, N. E., Atlanta 5, Ga.**

Enclosed is \$\_\_\_\_\_ for which please send me \_\_\_\_\_ copies of building plans and specifications for the "Handy Farm Machine Shed and Repair Shop" described in the December issue of your merchandising magazine for building material dealers in the 18 Southern and Southwestern states.

**NAME** \_\_\_\_\_

**ADDRESS** \_\_\_\_\_

**"Building Codes and Construction Progress"**  
**...U.S. Chamber report traces rise of**

## **"BIG 4" CODES**

**AS EARLY** as 1905, the National Board of Fire Underwriters undertook the publication of a Recommended National Building Code as a guide to municipalities then concerned with the protection of the public against fire hazards in and about buildings. This and subsequent editions established a basic pattern for the development of building codes throughout the country.

The next major effort was undertaken by the Pacific Coast Building Officials Conference whose membership was concerned with lack of uniformity in West Coast codes and in structural problems peculiar to that area. In 1927 this group published the first edition of its Uniform Building Code that has experienced a steadily increasing acceptance west of the Rocky Mountains and in many other parts of the country.

**The South**, likewise, has unique problems affecting the content and administration of building codes. The Southern Standard Building Code was first published by the Southern Building Code Congress in 1945 in an effort to meet this situation.

Latest of the recognized model building codes is that sponsored and developed by the Building Officials Conference of America, Inc. This group issued its Basic Building Code in 1950 after years of exhaustive study and development.

Each of these building codes is subject to continuing study and revision. Periodically, all segments of the building industry are invited to comment on proposed code revisions before decision is made with respect to their incorporation in a new edition of the code. One or the other of these codes has now been adopted in over one thousand municipalities, and their provisions have been used as reference and are reflected in the requirements of many additional codes written in recent years. It should be noted, however, that many communities fail to adopt the latest editions and revisions of these codes. As new editions are published, the municipalities using these codes should make cor-

responding changes in their building regulations.

The two most important advantages of the model codes are that their use materially reduces the cost to any municipality of writing its own code and that their use promotes nation-wide uniformity based upon sound standards developed by competent and impartial experts.

Although not always covered by "building codes," electrical and plumbing installations as well as other service equipment of buildings are subject to building regulations. Again, recognized codes are available. The National Electrical Code, now sponsored by the National Fire Protection Association, and approved as an American Standard by the American Standards Association, was first drafted as early as 1897. Its progressive development and constant revision keep it abreast of latest developments in the electrical art. There have been several plumbing codes, and there is now available the National Plumbing Code prepared by the Coordinating Committee for a National Plumbing Code with the joint support of the U. S. Department of Commerce and the Housing and Home Finance Agency. This code is now being reviewed by an ASA committee with a view also to making it an American Standard.

Although there are differences in the provisions of the four model building codes, those differences

are gradually being reconciled as newly revised editions are published, usually at intervals of three years.

To hasten the elimination of prevailing differences, a Joint Committee on Unification of Building Codes was organized in 1949. This Committee meets periodically to study and reconcile variations in the requirements of the several standard building codes. To date nine meetings have been held resulting in concurrent action on several categories common to all building codes. The Committee is made up of representatives of three of the four organizations that sponsor the model building codes, of the National Bureau of Standards, the American Standards Association, the Underwriters Laboratories, Inc., the National Fire Protection Association, and the federal agencies identified with housing and building construction.

The Southern Building Code Congress has participated in the meetings of the Joint Committee but is not yet an official member of it. Through the Joint Committee on Unification of Building Codes, the factual information, technical data, and experience of the member organizations are made available to resolve differences in their respective code requirements. Little publicity has been given the work of the Committee, but it represents the most constructive effort yet organized to modernize and to

(See BIG 4 CODES page 80)

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**"IT IS OUR FIRM JUDGMENT," asserted the building code subcommittee of the U. S. Chamber of Commerce's Construction and Civic Development Department, "that support should be given to the four nationally accepted building codes already promulgated and to the Joint Committee on Unification of Building Codes." Herewith is the second of three installments of the full U. S. Chamber report.**

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# CONTROLS that may affect Your Business

**SEVERAL** regulations were issued by Federal defense agencies last month that theoretically, at least, eased or simplified the application of price, wage, and allocation controls.

**NPA Order M-89**, effective November 19, permits retail dealers to replace inventories of controlled materials. This order was issued after discussion of the problem with NRDLA officials and a conference between a top NPA officer and the editor of SOUTHERN BUILDING SUPPLIES concerning the confusion and unfairness of the materials roadblock.

**M-89** permits the retailer to self-certify Controlled Materials orders for steel, copper, and aluminum. It sets up the **W-5** allotment symbol that a retailer may use on a controlled material orders in substantially this form: "Certified under CMP Regulation No. 1 and NPA Order M-89."

This **M-89** order also establishes quarterly **W-5** quotas of controlled materials that a dealer can obtain. Using the year of 1950 as the base period, the order permits the dealer to certify in any given quarter 100 per cent of the steel controlled materials and 60 per cent of the copper and aluminum controlled materials that he bought in average quarter of 1950. Alternatively, the dealer can buy the amount of controlled materials customarily bought in a quarter of the base period, provided the dollar value is no more than the maximum dollar values specified in the order.

**NPA Order M-6A**, covering the distribution of steel, goes into effect January 1. It increases the shipments of steel products by mills to distributors from 85 per cent to 100 per cent of the customer's base-period tonnage.

Uncle Sam's short supply of aluminum will be augmented by 22 million pounds of aluminum diverted to the United States by Great Britain during the five months through March '52.

**NPA's Notice 1** List of Scarce Materials was amended last month to remove these building materials from the anti-hoarding provisions

of the Defense Production Act: cast-iron soil pipe and fittings; gypsum board, sheathing, and lath; insulation and insulation material in which pulp is a component; structural insulation board in which paper is a component; and portland cement.

**Ceiling Price Regulation 93** was issued November 20 to clarify pricing of construction services under CPR-34. **CPR 93** allows a seller of construction services, however, to continue to use any properly established ceiling under CPR 34.

Generally, **CPR 93** permits the seller of construction services to apply to his current costs of labor, materials, and equipment, nineteen-tenths of the highest percentage mark-up for profit which he had in effect for a comparable sale during the base period (7/1/49-6/24/50).

**CPR 93** applies to sales of construction services under lump sum, cost-plus, fixed fee, cost-plus fixed fee, and cost-plus with guaranteed limit contracts; to sales on a time and materials basis for an hourly rate basis; and to sales of items or materials and equipment together with the construction services required to install or erect them.

This new pricing order also applies to the repair, remodeling or alteration of an existing building or structure or construction project, and covers specialty contractors and subcontractors, as well as prime contractors.

**Ceiling Price Regulation 95** establishes ceiling prices for manufacturers of turned, shaped, and allied wood products. This includes tobacco sticks and wooden pallets and skids (made by some dealers), but it does not cover millwork and moldings.

Dollars and cents ceilings for Pacific Northwest logs are set by **Ceiling Price Regulation 97**, which became effective November 24. Pricing orders on all lumber products are expected to start rolling from OPS within a month.

**Credit Regulation X** was amended by the Federal Reserve System on November 19 to in-

crease the terms from 30 to 36 months for the repayment on weekly or monthly payments of credits for materials, articles, and services used in new construction.

**General Salary Order 4** of the Salary Stabilization Board permits foremen and other supervisory employees to be paid for overtime work. It covers employees exempt from the Wage-Hour Law and not represented by a union.

**Interpretation 2** by the Salary Stabilization Board covers the payment of Christmas and year-end bonuses to salaried employees this year without formal SSB approval, provided such bonuses were paid in 1950.

The number of **Critical Defense Housing Areas** now is past the 100 mark as the Office of Defense Mobilization and the Department of Defense prod the bureau machinery for quick and clear action.

Among the communities recently declared **Critical Defense Housing Areas** are the following. Those in black type also are under rent control. Numbers shown in black type are the number of **rental units** approved for construction; the light numbers are units approved for sale.

**FLORIDA:** Pensacola, Key West (100), Cocoa-Melbourne.

**TENNESSEE:** Tullahoma, Clarksville.

**MISSOURI:** Sedalia.

**OKLAHOMA:** Lawton-Fort Sill (750, 250).

**ALABAMA:** Anniston, Camp Rucker.

**NORTH CAROLINA:** Fort Bragg (350).

**MISSISSIPPI:** Gulfport-Biloxi-Pascagoula (700).

**KENTUCKY:** Fort Campbell (500), Fort Knox (300, 200), Camp Breckinridge.

**MARYLAND:** Aberdeen, Bainbridge, Frederick, Fort Meade-Laurel.

**GEORGIA:** Bainbridge (25), Hinesville, Marietta (900, 100), Camp Stewart, Fort Benning.

**VIRGINIA:** Chincoteague, Newport News (add. 500 to 750), Camp Pickett.

**ARKANSAS:** Pine Bluff (300), Benton, Camden-Shumaker (250, 250).

**KANSAS:** Topeka (add. 350), Wichita, and Forbes Air Base.

**LOUISIANA:** Camp Polk, Alexandria (100), Lake Charles (400, 100).

**TEXAS:** Hondo, San Marcos, Bryan (200, 100), Mt. Pleasant-Daingerfield.

**ARE PRICE** and wage controls necessary? Are they working satisfactorily?

Congressmen are getting first-hand answers to these questions during their sojourn in home states this month. And many of the answers are negative.

Here in Washington, the U. S. Chamber of Commerce has just come forth with a report by its Committee on Economic Policy entitled "The Price of Price Controls." The conclusion of this study is that both price and wage controls should be abolished immediately in the public interest because, in many cases, they are making everyday business and consumer actions illegal and they are thus generating a callous disregard for laws in general.

Ten reasons are given for abandoning price controls. Among them: Price controls exact a heavy toll on our resources . . . involve heavy burdens on business and industry . . . delude the consumer . . . are largely ineffectual in fighting inflation.

**THE COMMITTEE** for Economic Development, a research organization of business leaders and



# WASHINGTON NEWS

economists, has reported that "no matter how necessary wage and price controls may be, they exact a toll from the economy which makes it desirable to drop them at the earliest feasible moment.

Wage and price controls, the CED pointed out, reduce the freedom of the market; tend to distort production and, eventually, reduce it; and "exact a moral as well as an economic toll."

**ADD TO** the many titles of Raymond M. Foley that of "Assistant to the Director of Defense Mobilization for Housing and Community Facilities." In view of the job to be done, other available

men for this post, and Foley's attitude toward private industry, the National Association of Home Builders and other industry branches agree that Defense Mobilizer Charles E. Wilson made the best choice.

The selection ended the wrangling and bickering within bureaucracy circles, and left Tighe Woods merely with his Office of Rent Stabilization duties. He was in favor of restricting new housing construction only to defense areas.

**THE HOUSING MARKET** is not saturated, according to Miles L. Colean, noted housing economist. In a report to NAHB, he declared that "if residential construction in 1952 drops below 1951 volume, it will not be due to a slackening of demand, but to credit restrictions and shortage of materials and equipment."

Colean said there are two big reasons why the demand for housing will increase steadily for a long period ahead—our country is prosperous, and its population is increasing. He points out that unemployment has been reduced to a minimum and family income is at an all-time high.

**IN VIEW** of the overdraw for critical materials under the Controlled Materials Plan, the NPA has heeded the request of industry to screen stated requirements of construction materials.

Another timely study by the U. S. Chamber reveals that President Truman has collected more taxes from the American people than all other presidents combined. The report further shows that the Truman administration has spent more than one-third of all money ever spent by the U. S. government.

Total Federal receipts from 1789 to July 1, 1945, amounted to \$254 billions. From July 1, 1945, through November 16, Federal receipts exceeded \$262 billions!

## LOW-COST HOUSING ANSWER IN TEXAS



To meet the need for low-cost housing through private enterprise and the answer to socialistic public housing charges, three businessmen in San Angelo, Tex., have produced the handsome dwelling seen above for a profit-producing price of \$3,000, exclusive of land profit. The three men are John Armstrong and John Moss, officials of the Armstrong Brothers Lumber Company, and A. L. Turner, San Angelo realtor and builder. This house includes two bedrooms, bathroom, walk-through closet, and combination living-dining-cooking room, totaling 650 square feet of enclosed space. Working drawings, specifications, bill of materials, time and motion erection studies, ways to handle sub-contracting, financing, merchandising, and publicity, are covered in the complete building kit. Entitled "The San Angelo Plan for Low-Cost Housing," it is sponsored by — and available to dealers and builders from — the Lumbermen's Association of Texas.

# LUMBER OUTLOOK

**THE CONFUSION** brought about by controls and their effects on building credit and general construction have slowed up business in nearly all but the Government-approved Critical Housing Defense Areas. (See new list on page 38.)

The number of new permanent urban housing starts during October was estimated at 86,000—5,000 less than in September, and 16,500 less than for October '50.

However, the October starts made the total for 10 months come to 942,500—already more than the number of starts Federally planned for 1951. Starts for the 10 months were 22 per cent less than that portion of record-setting 1950.

The total value of new construction put in place in October totaled about \$2.7 billion, or 5 per cent less than for September, and 3 per cent below the October '50 level. Government agencies attributed the drop to shortages of materials brought about by the launching on October 1 of the Controlled Materials Plan. However, research might disclose the shortages so early in the control era resulted from "mental" rather than real material shortages.

**RETAIL SALES** of building materials and lumber during September were reported by the U. S. Department of Commerce to be off 15 per cent compared with September '50, and 11 per cent compared with August, for the nation.

The NRLDA survey of retail lumber dealers showed sales nationally to be 17.1 less than for September '50, but only 6.2 per cent below the August level. Retail lumber stocks at September's end were 3.2 per cent more than a year before, and 1 per cent greater than the month before.

**THE WHOLESALE** price index for building materials inched up again during October. After declining during the spring and summer, the index rose from 222.5 in August, to 223.0 in September, to 223.6 in October. Lumber and paints and paint materials contributed to the index gain.

Building material prices in the

Southeast showed little change in November, but breaks in plywood and lumber prices late in the month gave evidence of a lower index.

Prices winning awards in the Government lumber auction in Atlanta, November 26-28, generally were below the expectations and needs of wholesalers. Better prices were gained for December deliveries.

**AS PRICES** on the West Coast were admittedly softer than in many, many weeks, the secretary of WCLA predicted that all-time production and shipment records for the Douglas fir industry are destined to be made this year.

The National Lumber Trade Barometer for November 24, the Thanksgiving holiday week, showed lumber shipments 4.5 per cent below output, and new orders 12.8 per cent under production. Production for the week was 4.5 per cent greater than for the corresponding week last year.

The Southern Pine barometer had shipments 9.55 per cent below production for the week, and orders 12.22 per cent under output. Orders were 24.26 per cent below the three-year average.

**THE BIG DIP** in plywood prices recently has created much speculation among industry spokesmen and hesitancy to buy for inventory by the dealer.

The managing director of the Douglas Fir Plywood Association predicted that lower prices, adequate supply to meet customer needs, and a whopping \$100,000-a-month advertising program would add up to higher demand for plywood in the months ahead.

A new record in a plywood sales contract was announced early this month by the U. S. Plywood Corporation. It reported the close of a contract for between 8 and 15 million square feet of a new type of fir plywood sheathing to be used as roofing material for the initial 5,000 houses in a 16,000-home village planned for Levittown, Pa., a new community near the site of the Fairless Works of U. S. Steel Corporation.

## 500 Dealers Use Wood Window Aids

Over 500 building material dealers in 43 states and Canada are using the promotion materials of the Wood Window Promotion to educate their customers in the advantages of wood windows for modern home and other building purposes.

According to D. G. Pilkington, director of this industry cooperative project, these dealers are now spending at the rate of more than \$250,000 per year for low-cost newspaper mats, direct-mail pieces, full-size color billboard posters, radio transcriptions and spot announcements, color movie trailers, and black and white television films about wood windows.

The Wood Window Program is a joint activity of Ponderosa Pine Woodwork, the Western Pine Association, and the National Woodwork Manufacturers Association, in cooperation with woodwork jobbers and dealers.

**Since the retail lumber dealer** is the ultimate outlet for wood windows and other time-proven building materials, it is to and through him that promotion materials of the Wood Window Program are offered.

Through September a total of 222 dealers had contracted to run the color movie trailers for a total of 1,077 weeks. Dealers reported the consumer response to the wood window advertisements satisfactory, especially those screened in drive-in theaters. Some dealers have scheduled such advertising for a total of 39 weeks.

The whole Wood Window Program and reproduction of the available materials are presented in "Lighting Your Way to Sales and Profits." This brochure is available to any dealer free from the Wood Window Program, 38 South Dearborn Street, Chicago 3, Illinois. Field representatives will be sent to cities where several dealers are interested in promoting this program.

## Southern Pine Treated

Information recently released by the Southern Pine Association, New Orleans, reveals that there are 112 lumber treating plants in the Southern pine producing area.

Of these plants, 106 are equipped to treat with creosote. Other preservatives used are Wolman salts, penta, and chromated zinc chloride.

# NEWS of the MONTH

## New High in Production and Low in Private Construction Foreseen in '52

THE NATION'S output of goods and services will reach a new high in 1952. But the number of new dwelling starts will reach a new postwar low.

Those are the conclusions gleaned from the annual poll of (128) economists by the *Architectural Record*, and from the annual construction forecast by President Thomas S. Holden and Clyde Shute, manager of the statistical division, of the F. W. Dodge Corporation. Both reports were published in the November issue of the Dodge magazine.

Construction's dollar volume in the 37 eastern states is likely to run 10 per cent less in 1952 than in 1951, in the opinion of these construction news and marketing specialists.

**Residential building** is expected to decline more than any other classification, while public works and utilities will decline least. Expected dollar-volume declines percentage-wise are: Non-residential, 6; residential, 16; and public and private works and utilities, 4—an over-all decrease of 10 per cent. All classifications show expected declines, except privately owned utilities, marked for a 31 per cent gain.

While the number of new dwelling unit starts is anticipated to decline 19 per cent from 1951, based on the figures of the Bureau of Labor Statistics of the Department of Commerce, it is the opinion of the Dodge estimators that next year's total will be 850,000. They anticipate smaller average sizes for 1952 houses, accompanied by a moderate rise in building costs.

Adequate mortgage money is expected in 1952. This expectation accords with the opinions of the majority of the 128 economists.

The 128 economists participating in the national poll are in all regions. Sixty-nine are in the fields of business, private finance or

private economic services; 48 are university instructors; and 11 are in government. Only 45 out of 118 economists thought mortgage money would be a limiting factor in residential building. Six economists thought mortgage interest rates will go down in 1952; 58 expected a moderate uptrend; 57 expected stable rates.

A continuous rise throughout 1952 in total output of goods and services is expected by 94 economists, while 34 expect a declining trend during the latter part of next year. The average of all estimates indicates an annual output rate of \$348.6 billions for the fourth quarter of 1952. The government has estimated that the output for the third quarter of this year was \$328 billions.

Other majority views as to 1952 were:

Wages, wholesale prices, and consumer prices will increase moderately; not on a runaway scale.

Industrial production will rise continuously from now until the end of 1952.

Construction will decline moderately but still will be of boom proportions. Mortgage money will be plentiful.

## Big Demand for Housing Predicted

America will need an average of 1,450,000 houses a year during the next 10 years! Such was the estimate made by Dr. Richard U. Ratliff, former director of housing research for the Housing and Home Finance Agency, in a speech before a recent meeting of the Prefabricated Home Manufacturers Institute.

Now serving as land economics professor at the University of Wisconsin, Dr. Ratliff explained that an average of 700,000 new

dwellings must be built annually to house new families and replace units destroyed by fire and disaster. An additional 750,000 homes will be needed each year to replace temporary and substandard housing.

The amount of housing needed is a challenge to the construction industry, he declared, and especially to prefabricated homebuilders. That industry, he added, must lead the way in reducing building costs.

Material shortages and credit controls will limit housing production in 1952 and probably 1953, Dr. Ratliff said. He predicted that a large amount will be permitted for military and defense workers. He estimated the combined needs for these two groups to be 400,000 houses a year for two years.

He pointed out this volume would represent nearly half the housing goal for 1952, which the HHFA administrator has said is still in the 800,000 to 900,000 range. But he expressed doubt that nearly that much emergency housing would actually be accomplished per year in 1952 and '53.

## Russian Standards Staff "Largest"

"Russia has the largest standardization body in the world," Thomas D. Jolly told members of the American Standards Association at their conference at the Waldorf-Astoria in New York, October 22-24. "It is staffed with some 200 engineers and technicians, turning out compulsory standards at the rate of two a day."

He added that Russia is absorbing the excellent standards of Germany and middle European countries. As vice-president of the Aluminum Company of America and president of ASA for the third time, Jolly urged federal charter status for the American Standards Association. This would permit cooperation in standards work be-

tween government and industry. F. M. Dawson, dean of the College of Engineering at the University of Iowa, urged approval by ASA of the National Plumbing Code, which has been developed during years of research. Dawson mentioned that when he first started investigating plumbing codes in the United States, he counted 1,026 before he grew tired and stopped looking.

A highlight of the convention was the presentation of the Howard Coonley Medal to Herbert Hoover, 30th president of the United States. It was in honor of standardization work started during Hoover's administration.

Hoover commented that "the humorists sought to drown us in laughter over possible standardized women's hats" when standards gradually were applied to more and more products.

### Hold Joint Meeting

A joint meeting of the Brick and Tile Service, Inc., and the Southern Brick and Tile Manufacturers Association was held December 5-6 at Sedgefield Inn, near Greensboro, N. C.

Bill Crean spoke on "What Makes a Salesman Tick." Other topics were safety in brick plants, construction trends and forecasts, and brickwork in contemporary building design.

## Outstanding Public Relations Work by Dealers to Be Honored by N.R.L.D.A.

ALL DEALERS who are members of one of the 32 state and regional associations affiliated with the National Retail Lumber Dealers Association now have an easy opportunity to win recognition for constructive Public Relations work done by their company. All they have to do is enter the new N.R.L.D.A. Public Relations Contest on or before April 1, 1952.

All entries must consist of visual evidence of things said or done or published or printed which (1) must be evidence of actions in the public interest, or (2) reflect credit on the services performed by the retail lumber industry, the building industry, or the individual company concerned.

An entry may consist of a newspaper advertisement; newspaper clipping or printed letter to the editor; copy of a radio talk or commercial; copy of a delivered speech; a pamphlet, card, poster, or circular; or a typewritten summary of activities which did not involve printing or publication. Product advertisements will not be accepted for judgment unless they contain other eligible material besides sales copy.

Each entry is to consist of a single example of Public Relations

activity, unless a series of advertisements or items are entered in the Group competition. A group entry will consist of from two through five single entries.

Awards will be made for the three best single entries from each state association and each regional association, and for one best group entry from each federated association. Grand awards will be made for the five best single entries and the five best group entries in the nation. Each entry must deal with an action taken since January 1, 1951.

The Public Relations Contest will be judged by editors of the industry's business papers. Awards will be announced at the May meeting of the National Retail Lumber Dealers Association's directors in Washington, D. C.

All entries should be addressed to the Public Relations Contest, N.R.L.D.A., 302 Ring Building, Washington 6, D. C.

### Cuts Prices for Resins!

Prices on Plaskon silicone-alkyd coating resins have dropped from 14 to 38 per cent.

Carleton Ellis, Jr., director of sales for the Plaskon division of the Libbey - Owens - Ford Glass Company, Toledo, Ohio, announced recently that more efficient production methods and greatly increased sales of such resins will ultimately result in prices low enough to compete with those of common organic coatings.

### Kitchens Magazine Now Printed in 3 Editions

The Mullins Manufacturing Corporation's dealer publication, the *Youngstown Kitchens Merchantiser*, is now issued in a special edition for homebuilders, architects, and building supply dealers that handle the line.

Another new special edition goes to plumbers.

With publication of these new editions, beginning with the November issue, the magazine's circulation increased from 13,000 to over 40,000.

The monthly publication contains factual information and selling assistance. Its eight pages are profusely illustrated with photographs.



### BOARD FACTORY LIKES "ITS OWN MEDICINE"

Marsh Wall Products, Inc.—like many of the retail dealers who sell its Marlite plastic-finished wall and ceiling panels—has decorated its new offices in Dover, Ohio, with its own products. The lobby, pictured above, is finished in panels that appear to be imported marble. The large general office beyond the lobby is covered with a gray wood-pattern Marlite. Other offices use plain and patterned designs; mahogany, natural, and walnut wood patterns. Even filing cabinets are covered with this washable panelboard.

We hang our shingles outside **YOUR** door!



#### THE BARRETT DIVISION

Allied Chemical & Dye Corporation  
40 Rector Street, New York 6, N. Y.  
205 W. Wacker Drive, Chicago 6, Ill.  
1327 Erie Street, Birmingham 8, Ala.  
36th & Gray's Ferry Ave.,  
Philadelphia 46, Pa.

\*Reg. U. S. Pat. Off.

These big, powerful, full-page, four-color advertisements appearing in *The Saturday Evening Post* sell Barrett\* Shingles and Building Materials . . . and good. They are specially designed to bring customers to you!

Here are some typical quotes:

"Good man to see about house matters is your local architect, builder, or Barrett dealer."

"Your Barrett dealer or applicator will be

glad to help you with any roofing problems . . . His advice is always available and it costs you nothing."

You can always be assured that when you stock BARRETT, you have a solid selling force behind you. Barrett Saturday Evening Post advertising is merely a spearhead for a host of other Barrett efforts . . . campaigns in leading farm publications and unmatched sales promotion of Barrett products for all markets.



## FHA Okays Concrete Strip Flooring

THE RELATIVELY new and simple method for economical installation of strip hardwood flooring over concrete slabs, pictured above, has been approved for home construction by the Federal Housing Administration.

In the South and Southwest, where builders pioneered this system with slight variations, it previously required special approval of local FHA authorities for use in homes with FHA-guaranteed mortgages, according to the National Oak Flooring Manufacturers Association.

The system's chief economy is through elimination of wood subflooring. It involves installation of tongue-and-grooved strip hardwood flooring on sleepers imbedded in mastic on top of the concrete slab.

The new regulations require that "sleepers be laid flat side down in a staggered pattern, 12 inches on centers and at right angles to the direction of the finish flooring. The ends of the sleepers should be lapped at least 3 inches if 2½-inch flooring is used and at least 4 inches if 3¼-inch flooring is used." Sleepers must be at least

2 x 4-inches in width and thickness, and not less than 18 inches nor more than 30 inches long. They must have a moisture content of no more than 19 per cent."

This arrangement provides adequate nailing surface for a strong floor.

Also approved is the practice of embedding the sleepers directly in the concrete before it has hardened, or securing them with metal clips.

Danger of moisture seepage in most areas is eliminated by application of a moisture barrier either on top of the slab or underneath it before it is poured. This barrier usually is of two layers of 15-pound felt and hot asphalt or hot pitch. A waterproof admixture is sometimes added to the concrete in quite arid regions.

This new FHA approval should result in considerably expanded use of strip hardwood flooring in concrete slab homes, according to the NOFMA.

Complete information about this system is contained in a new specification manual published by the National Oak Flooring Manufacturers Association, 814 Sterick Building, Memphis 3, Tenn.

## Folder Warns of Fly-by-Nite Operators

To fight the problem of "fly-by-night" operators in the field of home repair and improvement, the Oklahoma Lumbermen's Association has issued a warning folder.

This folder was designed for distribution by dealers to all customers and potential customers. It was developed with the cooperation of many sources of information, such as the Better Business Bureau.

The association suggests that lumber merchants call a town meeting, including dealers in other fields, to discuss effective distribution of the folders.

The association has made arrangements with the State Bureau of Investigation to send the publication to all peace officers in towns with populations of more than 200.

All Oklahoma Highway Patrols have been alerted to watch out for violations such as overloading or improper lights.

## Personnel Notes

**Protective Papers, Inc.**, Union, Ill., has appointed **Michael A. Nemeth** as sales manager in charge of the building material and industrial sales divisions. Products under his direction include the Leatherback line of all-purpose building paper, slaters' felts, red rosin, duplex papers, and reflective insulation materials.

★ ★ ★

The **Minnesota and Ontario Paper Company** has added two new directors. **Thomas L. Daniels** is president of the Archer-Daniels Midland Company, Minneapolis. **C. Gordon Cockshutt** is a Brantford, Ontario, businessman and former member of the diplomatic service.

★ ★ ★

**Frank Stevens**, manager of the Frank Stevens Sash and Door Company in Waco, is the new president of the **Texas Manufacturers Association**. He succeeded Al Cudlipp at the recent annual TMA meeting in San Antonio. Cudlipp is secretary of the Texas Lumber Manufacturers Association and vice-president of the Lufkin Foundry and Machine Company.

★ ★ ★

**Hal Croskey** has been made sales manager for the **Clarke Sanding Machine Company**, Muskegon, Mich. He joined the company in 1947 and has been associated with the Los Angeles and New York City branches.

★ ★ ★

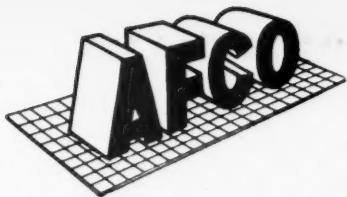
The **Yale and Towne Manufacturing Company** has promoted **Leo J. Pantas** to general manager of the Stamford (Conn.) Division and **Marvin C. Bonine** as Pantas' successor to manage the Salem (Va.) Division. Pantas replaced **Milo F. McCommon**, who resigned to join another firm.

★ ★ ★

The **American Hardware Corporation**, New Britain, Conn., makers of builders hardware, has appointed **C. W. Bostrom, Jr.**, as director of advertising for all divisions. He formerly was advertising manager of the Edwards Company.

★ ★ ★

**Eugene W. Rowe** is the new ex-



PRE-FINISHED

## Wall Panel *used throughout*

# Wallace E Johnson's "Cherokee Village"

The new 435 unit subdivision nearing completion at  
Memphis, Tenn.



Wallace E. Johnson's Cherokee Subdivision, in the recreation district of Memphis, will offer well-constructed, attractive houses and apartments to Memphis families in this uncrowded, beautifully landscaped project.

Lustrous Pre-Finished AFCO Wall Panels comprise 40% of the walls; approximately 20,000 square feet of AFCO Wall Panel is being used in kitchens and bathrooms throughout the project.

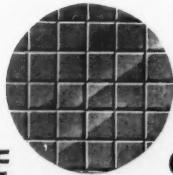


Thomas Bobin putting finishing touches on AFCO installation, as A. L. Wortham, manager of Standard Linoleum Tile Company, Inc., inspects job.

AFCO Bevel Score Patterns:

"Easy to clean; to install; it's fire resistant and you never have to paint it because it has a baked enamel surface—in fact there isn't any maintenance," are the reasons given by the contractor for his selection of AFCO.

TIL-LITE



GLO-LINE



HI-LITE



Write us for complete information on inexpensive, durable AFCO Wall Panel in 11 Pre-Finished colors.

**A & F TILEBOARD CO., INC.**  
ALEXANDRIA, LA.

ecutive officer of the Home Builders Association of New Orleans, Inc. He formerly was with a Houston, Tex., advertising agency that specialized in promotion of home shows and conventions.

\* \* \*

**Russell G. Whittemore** is now acting director of product development for the Pittsburgh Plate Glass Company's glass division. Previously he served in supervisory capacities at the Creighton, Pa., plant and as a technical representative of the product development department for eight years.

\* \* \*

Two new directors have been added to the board of the United States Plywood Corporation, New York City. They include **John M. Meyer**, vice-president of J. P. Morgan and Company, and **G. Willing Pepper**, vice-president of the Scott Paper Company.

\* \* \*

**John M. Howle** has been promoted from consumer products sales promotion manager for the Southeast to consumer products sales manager for the Westinghouse Electric Supply Company in the state of Georgia. **C. E. Spaduzzi** fills Howle's old office. **Henry E. Magann** succeeded Spaduzzi as manager of the Miami, Fla., branch of the organization.

\* \* \*

**William Bynum** has been elected executive vice-president of the Carrier Corporation, Syracuse, N. Y., makers of air-conditioning equipment. Bynum was advanced from vice-president and general sales manager. He joined Carrier in 1930 after graduation from the University of Alabama and from Alabama Polytechnic Institute.

\* \* \*

**James J. Russell** has succeeded **C. Donald Dallas** as chairman of the board and chief executive officer of Revere Copper and Brass, Inc. Dallas continues as a board member. **James M. Kennedy** is now president. He was previously vice-president in charge of the Rome (N. Y.) Manufacturing Company.

\* \* \*

**Douglas G. McNair**, general manager of the Temple Lumber Company, has been named vice-president and general manager of the company's chain of 32 building material yards in Texas, with headquarters in Houston. He started as a yard bookkeeper in 1927.

## NLMA Elects John Veach President; States Views on Big Timber Problems

A NORTH CAROLINIAN is the new president of the National Lumber Manufacturers Association. John R. Veach, president of the Hardwood Corporation of America, Asheville, was elected at the annual meeting of NLMA in San Francisco, Calif., November 10-15.

He succeeded Corydon Wagner, vice-president of the St. Paul and Tacoma (Wash.) Lumber Company. Wagner became chairman of NLMA's Board of Directors.

New first vice-president is Ralph R. Macartney, manager of the Klamath Falls, Ore., branch of the Weyerhaeuser Timber Company. Re-elected regional vice-presidents were: Walter S. Johnson, president, Western Pine Association, Portland, Ore.; Hillman Luedemann, president, West Coast Lumbermen's Association, Portland, Ore.; G. H. King, president, Southern Hardwood Producers, Inc., Memphis, Tenn., and E. O. Lightsey, president, Southern Pine Association, New Orleans, La.

M. L. Fleishel, Port St. Joe, Fla., was re-named treasurer of NLMA, while Henry Bahr, Washington, D. C., continues as secretary.

NLMA's Board of Directors adopted as the policy of the national group a number of resolutions presented by the association's Forest Conservation Committee.

Among the resolutions approved and adopted as policy by the lumber group was a recommendation

that the National Lumber Manufacturers Association unite with other groups in opposing federal control of the nation's water resources.

The lumber manufacturers also felt that all forestry agencies should place commercial timberlands within their jurisdiction under the most effective management for national participation in the defense effort.

It also was concluded that a well planned, economical emergency federal timber access road program is a major need and should be given high priority by government agencies. However, the group also took a stand that before any timber access roads be authorized, the Secretary of Agriculture or the Secretary of the Interior should cause to be held advisory public hearings on timber access road construction or reconstruction before such work takes place.

The lumber group expressed its opposition to the principle of allocating any current receipts for direct expenditures by federal agencies, thus bypassing the power of Congress to appropriate money.

Also recommended was a state-by-state study of the desirable relationship between federal, state, and private ownership of forest lands with a view to mutual understanding among all classes of forest ownership as to federal and state acquisitions.

## Aluminum Awning Sash Standards Established

The Aluminum Window Manufacturers Association has authorized the use of the Quality-Approved Seal on Aluminum awning windows for both residential and commercial construction.

Use of this seal is not restricted to association members but is open to any manufacturer whose product has passed performance tests conducted by the Independent Pittsburgh Testing Laboratory.

A recent poll of architects indicated that more than 94 per cent of them considered the specifications developed by AWMA basically satisfactory in every way. A few architects felt that the specifications were too rigid.

The 1952 edition of these speci-

fications, soon to be released, can be obtained on request from the Aluminum Window Manufacturers Association, 74 Trinity Place, New York 6, N. Y.

## Celotex Wins Award

The Direct Mail Advertising Association recently judged the mailing pieces produced last year by the Celotex Corporation to be the best on building materials.

Award winners in this 23rd annual contest were announced at the association's recent convention in Milwaukee, Wis. This is the third year that Celotex has won the award.

Gates Ferguson is advertising director of the Celotex Corporation.

**For Sales Action . . . Sell Jackson!**



*One of America's  
Leading Lines*



**You won't miss  
a single sale  
with this line-up!**

**Jackson Table-Top Electric  
Water Heaters come in a  
range of models and prices  
to fit any customer demand.**

Your customers may choose any one of these models according to their family needs. Available in both 30 and 40 gallon capacities, the counter height heaters are designed to fit in any kitchen, laundry, bathroom or rumpus room as a useful and attractive piece of furniture.

All cabinets are finished in gleaming white, with lustrous black "toe rail" at the bottom. Tanks are made of heavy gauge steel, hot dip galvanized; a full 2 inches of insulation surrounds each tank and minimizes heat loss. 230/240 Volts A.C. only.

These heaters are your answer to customer demand and increased profits.

Phone, wire or write today for full information on this outstanding line.

Approved by  
Underwriters  
Laboratories, Inc.



## **W. L. JACKSON MANUFACTURING COMPANY, INC.**

1222 E. 40th Street

S A L E S R E P R E S E N T A T I V E S

Chattanooga, Tennessee

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311 Chickamauga Avenue  
Rossville, Georgia  
Telephone 89-5554

### **GEORGE H. ANDERSON COMPANY**

P. O. Box 2235  
Memphis, Tennessee  
Telephone 9-2724

## **Brand Name Award Offered to Industry**

A "Brand Name Retailer of the Year" in the building materials field will be named this year for the first time. This award will be presented at the end of the annual competition sponsored by the Brand Names Foundation.

Last year, some 2,000 entries were sent in. With more than 20 trade associations and more than 40 trade magazines cooperating, entries are expected to be tripled this year.

Henry E. Abt, the foundation's president, announced that nominations for the awards can be made by a store executive outlet, trade association, Chamber of Commerce, advertising club, newspaper or magazine representative, wholesaler, or jobber.

No entry fee is required. Deadline for preliminary nominations is January 25. Complete details and entrance forms are available from the Foundation, at 37 West 57th Street, New York 19, N. Y.

The awards to a retailer in the building supply and in 19 other fields will be made April 16 at a conference of over 1,500 executives in manufacturing, advertising, and retailing, at the Waldorf-Astoria Hotel. Four runner-up retailers in each category will receive certificates of distinction.

## **Paint Industry Told About Waste**

Members of the National Paint, Varnish and Lacquer Association re-elected Joseph F. Battley to serve another three-year term as president at their annual convention. This 63rd convention was held October 29-31 in Atlantic City, N. J.

Roy B. Anderson was re-elected treasurer. A new vice-president was chosen, Bernhard Mautz. William E. Hood, Birmingham, Ala., was elected vice-president for the Southern zone, and Frank A. Pratt, Dallas, Tex., is vice-president for the Southwestern zone.

Lathrop G. Backstrom, Kansas City, Mo., was elected to the executive committee.

Nearly 30 new members were approved for membership in the association.

In telling how to curb inflation further, William K. Reed, National Association of Manufacturers,

commented that "if we get the Government to be less wasteful, it won't be so difficult to pay-as-we-go, and we already are doing a good job with credit controls and production."

Senator Wallace F. Bennett warned that "for too long a time, too many people in the United States have been avoiding, evading, and escaping responsibility for decision."

Other prominent speakers were Leo M. Cherne, Peyton Ford, and C. W. Middleton. Cherne predicted that during 1952 we will face the greatest danger of war with the Soviet Union, but that we shall emerge from that danger unscathed to face an increasing prospect of peace.

The George B. Heckel Award was presented to Ernest T. Trigg at a special meeting. It was awarded for "meritorious achievements and contributions for many years of service to the paint industry." Edward Koretz won the second award for "serving the paint industry with distinction during 1951."

## **Zonolite in Nashville; Buys Research Building**

The Zonolite Company, Chicago, Ill., opened its 35th vermiculite processing plant last month in Nashville, Tenn.

The plant will process vermiculite ore from the company's mine at Traveler's Rest, S. C. It will serve west Kentucky and Tennessee.

Roy Weeks is works manager of the new branch in Nashville.

The Zonolite Company has acquired a new building in Evanston, Ill., to be used as a laboratory to study the mica-like material. The staff will investigate the basic nature of vermiculite and study finished products being made from it.

The laboratory is under the direction of Dr. George E. Ziegler, who joined Zonolite last March. Previously he directed research at the Midwest Research Institute.

## **Pittsburgh Plate Glass to Make Fiber-glass**

The Pittsburgh Plate Glass Company has announced plans to start production of two types of fiber-glass—strand and super-fine fiber. They will be made under a licensing agreement with the

Owens-Corning Fiberglas Corporation.

The superfine fiber-glass is used for insulation, sound absorption, and flotation. Strand fibers are used in yarn form for electrical insulation, in chopped form to lend rigidity to plastics.

J. Hervey Sherts, who has directed the firm's product development department since 1939, will head the new Fiber Glass Division.

## **Weekly Newspaper for Smith Personnel**

Personnel of the W. T. Smith Lumber Company in Chapman, Ala., now are kept up to date on company and community news and activities through the medium of an eight-page tabloid newspaper.

Editor of *Lumbering Along*, which is printed in the plant of the Greenville (Ala.) Advocate, is Miss Olive Spann. Her associates include Mesdames Zell Stanford, Cecil Shanks, Alice Steindorff, and Nina Fussell.

Published November 9, the fifth issue of *Lumbering Along* includes renovation pictures of the Chapman Mercantile Company, a Korea casualty story, editorials, a personality sketch of J. O. Dunn, Joe Cook's poetry column, a tax deduction table, news of schools, churches, 4-H Club, Girl Scouts, and lodges, and two pages of Colored News with separate staff coverage.

## **GE Appliance Offices Centered in Louisville**

The Major Appliance Division of the General Electric Company has officially established headquarters in Louisville, Clarence H. Linder, general manager of the division, has announced.

Formerly headquartered at Bridgeport, Conn., the division has its principal offices and mailing address at the Chamber of Commerce Building, 310 West Liberty Street, until an administration building is constructed at Appliance Park in nearby Buechel.

"The present transfer of headquarters operations to Louisville is one of many steps to be taken in the Major Appliance Division's long-range, multi-million-dollar relocation and expansion project," Linder said. "Construction of the first building at Appliance Park is on schedule, and by next spring production of jet engine parts will be under way."



South City Drive-In Theater, Broad and Patterson Streets, Philadelphia, Pa. 74' x 68' screen is constructed of  $\frac{1}{4}$ " "Century" Linabestos Sheets. Base and sides of screen are  $\frac{1}{4}$ " "Century" APAC.

## Smart modern design and economical all-weather construction in "*Century*" ASBESTOS-CEMENT SHEETS

Drive-ins are big business today. And Philadelphia's South Side Drive-In Theater was planned to be one of the best: Built in 1950 at a cost of \$433,000, it was anticipated to have the largest movie screen in the U.S.; covers 22 acres of ground; accommodates 1226 cars. And for permanent, all-weather structural surface coverings, extensive use of "Century" Asbestos-Cement Sheets.

Three types of "Century" Sheets were used: "Century" APAC; "Century" LINABESTOS; and "Century" CORRUGATED. Like all "Century" Asbestos-Cement products, these three sheets are weather resistant; will not burn, rot, rust, or corrode. Rodents and termites cannot hurt them. Though they take decorative colors well, they do not need painting for protection. In other words, maintenance costs are at an absolute minimum. And "Century" Asbestos-Cement Sheets are easy to handle, easy to apply: They can be cut and fitted on the job without milling or planing. Large-size sheets facilitate rapid coverage—help keep application costs low.

What's more, "Century" Asbestos-Cement Sheets are easy to sell. They're nationally advertised to your customers in such leading publications as **TIME**, **BUSINESS WEEK**, **COUNTRY GENTLEMAN**, **SUCCESSFUL FARMING**,

MAGAZINE OF BUILDING, **AMERICAN BUILDER**, and **PRACTICAL BUILDER**.

Next time a builder or contractor has a problem calling for progressive design and construction—a theater, residence, multi-family dwelling, store, or industrial structure of any type, recommend "Century" Asbestos-Cement Sheets: "Century" APAC; "Century" LINABESTOS; and "Century" CORRUGATED. Your Keasbey & Mattison distributor will be glad to give you complete details, or write us direct.



Interior of Snack Bar. Walls and Counter-Front are "Century" Asbestos Corrugated. Ceiling is "Century" APAC, painted for decorative effect. Co-Owner, Builder, and Designer: Harry A. Bolhauer, Philadelphia - New York.



**KEASBEY & MATTISON**  
COMPANY • AMBLER • PENNSYLVANIA

ORIGINAL MANUFACTURERS OF ASBESTOS-CEMENT SHINGLES IN THIS COUNTRY

## **Marquette's Miss. Mill Makes Cement**

Dealers in, and consumers of, portland and masonry cement in Mississippi, Louisiana, and southeastern Arkansas soon will receive the first cement ever made in Mississippi.

The cement will come from the new plant of the Marquette Cement Manufacturing Company at Brandon, Miss. The giant 450-foot-long kiln—one of the world's largest pieces of moving machinery—is now turning out cement clinker at its normal production rate of one million barrels a year, according to Marquette officials.

Construction of Marquette's new cement plant was launched one year ago on a pine-covered tract 12 miles east of Jackson, Miss. The company's engineers designed the plant so that, should there develop materially increased demand for cement, the plant can be considerably enlarged for efficient operation.

The new Marquette plant will increase the purchasing power of the Brandon-Jackson area by an annual payroll of some \$500,000, it is estimated.

## **Retail Personnel Attend J-M School**

Forty-six junior executives of building material firms attended a three-week school sponsored by Johns-Manville recently.

Purpose of this training was to make better salesmen through better training in J-M products.

More than 40 hours were devoted to the manufacture and selling benefits of specific products during the first two weeks.

During the third week, the "students" visited the factory to see roofing, siding, insulation, and other products being made. Then they witnessed proper application of these products. Actual problems in estimating and merchandising materials were studied.

Those attending from Southern and Southwestern states included:

Texas—L. J. Alexander, Alexander Lumber Company, Fort Worth; K. L. McCain, Smith County Lumber Company, Tyler, and Albert C. Phillips, Lyon-Gray Lumber Company, Dallas.

Virginia—W. A. Barksdale, Jr., Charlottesville Lumber Company, Charlottesville; Robert E. Holsinger, Holsinger Lumber Company, Staunton, and William C.

Kelly, Vance Company, Chilhowie.

Oklahoma—Ralph W. Currell, Currell Lumber Company, Lawton; Lee Roy Harrison, Barney Stewart Lumber Corporation, Oklahoma City; Roy T. Hoke, Jr., Roy T. Hoke Lumber Company, Stillwater; E. H. McCoy, Clinton Lumber Company, Clinton.

Kentucky—Gilbert L. Wilkins, Malone Lumber Company, Greenville; Charles E. Wetterer, Jenkins-Essex Company, Inc., Elizabethtown.

Other "students" were Chad Barringer, West Durham Lumber Company, Durham, N. C.; William E. Combs, Combs Lumber and Supply Company, Gainesville, Fla.; W. S. Leach, T. T. Wilson Company, Chattanooga, Tenn.; David Lynn, Jr., United Clay Products Company, Washington, D. C.; J. D. Martin, Peek-Hightower Lumber and Supply Company, Cedartown, Ga.

## **Acme Steel Company Forms Sales Division**

The Acme Steel Company, Chicago, has announced the formation of the Acme Steel Products Division.

This new division will function as an independent sales and distributing company for steel strapping, tools and accessories, stitching wire and equipment, and related strip steel products. It will start operating January 1, 1952.

John G. Bucuss, former general manager of the strapping division and current president of the Materials Handling Institute, heads the new Acme sales division.

## **Miami PC Chapter Welcomes New Members**

Russell M. Jamieson, national field director of the Producers Council, was a guest at the November 29 meeting of the Miami, Fla., chapter of building material manufacturers.

Five new members also were welcomed at this meeting. They included George L. Pierce, Otis Elevator Company; W. A. Skinner, Master Builders Company; Wesley Green, Hunter Douglas Corporation; G. W. Sistrunk, Sistrunk, Inc., and A. V. Weaver, Southern Venetian Blind Company.

Miami PC members will entertain their wives and architects and wives at a Christmas party on December 20.

## **30-Day Courses at Georgia Tech, SMU**

Scheduling of 30-day courses at the Georgia Institute of Technology, University of Denver, and Rutgers University brings the total for the current school year to 15, according to the Educational Department of the National Retail Lumber Dealers Association.

Co-sponsored by the Lumbermen's Association of Texas, the 10th 30-day course at Southern Methodist University will begin January 14. The class will be limited to 40 students, with preference for those from Texas, Oklahoma and Louisiana.

The seventh course at Georgia Tech will begin January 21. Enrollments are being handled through the Southeastern dealer association offices.

These practical courses are planned to give employees of retail lumber and building materials dealers an intensive training in subjects basic to their occupation. The topics covered in the 144 or more hours of instruction are divided into three categories: product subjects, business subjects, and construction and estimating.

The 15 courses scheduled for the 1951-52 term are being offered in 13 widely-scattered colleges. In addition to the University of Denver and Rutgers, other schools currently participating in the 30-day training program are: the New York College of Forestry, the University of Massachusetts, City College of New York, Pennsylvania State College, Michigan State College, Purdue University, Ohio State University, the University of Minnesota, the University of Kansas City, Southern Methodist University, and the University of Washington.

## **\$100,000 Monthly for Plywood Promotion**

A stepped-up advertising program has been planned to go hand in hand with greater plywood production, which is now being produced at a weekly rate of more than 50,000,000 square feet.

The Douglas Fir Plywood Association recently announced that West Coast plywood manufacturers are now spending \$100,000 monthly for sales promotion, primarily for magazine advertising, development of dealer sales helps, field sales promotion by 12 engineers, and product research.

*Now there  
are TWO*

# NOVA Roller Doors

- silent, fingertip-control, flush doors
- one for closets, partitions,  
storage walls and compartments
- one for passageways,  
complete with wall pocket

Two years of constant research and field testing have produced the simplest, most economical doors to install—yet the finest so far developed.

Gone is the overhead hardware, always difficult to install—and noisy. One major expense eliminated! The new Nova Roller Doors are light, strong and warp-resistant. Two rollers revolving on pins act as guides at the top; the weight of the door is carried on two vulcanized rubber rollers at the bottom. There is no floor track; all hardware except floor guides is installed.

These are hollow core, flush doors— $1\frac{3}{8}$ " thick—regularly sold in unselected gum, paint grade and in select White Gum, Black Walnut, African or Philippine Mahogany, Birch, Red or White Oak, stain grade.

A closet or storage space may be one of the standard sizes—or extend the width of the room. Two or more doors enclose it entirely. Instead of exposing only part of the interior, as with a swinging door, you have full access. Nine standard opening sizes: 32", 36", 40", 48", 56", 60", 72", 84", and 96". Five standard heights: 6'0", 6'6", 6'8", 6'10", and 7'0".

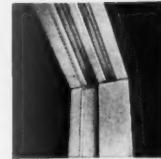
The Nova passageway door comes assembled in its wall pocket, ready to install for either plaster or dry-wall construction. Five standard opening sizes: 2'0", 2'4", 2'6", 2'8" and 3'0".

Special sizes to order. Each door—whether for closet or passageway—comes complete in one carton. In 30 minutes' time, one man makes the installation.

We urge you to write today for the full details.  
*Kindly include the name of your lumber dealer.*



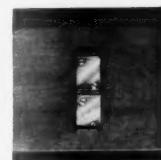
Revolving roller guides operate in head track; vulcanized rubber rollers run on finished floor.



Head tracks are accurately machined for perfect operation of revolving roller guides; side jamb is routed to receive the door.



Passageway door slides easily into wall pocket.



Simple floor guides, installed flush with finished floor, eliminate need for floor track.

**NOVA SALES**  
*Co.* TRENTON 3, N.J.

A Novasco Product

« A wholly owned subsidiary of Homasote Company—manufacturers of the oldest and strongest insulating-building board; wood-textured and striated panels;  $\frac{3}{8}$ " underlayment for linoleum and wall-to-wall carpeting; 25/32" weatherproof sheathing. »

## **Former Salesman Now Is Agent for Metal Building Products Factories**

CY MERONEY got his first knowledge of building materials at the age of 10—first hand.

The son of a builder, C. A. (Cy) Meroney started early to help his father after school and during vacations. He and his younger brother, R. K. (Ray) Meroney, ran errands and assisted carpenters, bricklayers, and other construction workers.

Before starting his own firm—the Cy Meroney Company in Memphis, Tenn.—he traveled for two well-known manufacturers of sheet metal building products for 23 years. He covered the Eastern part of the United States.

The Cy Meroney Company is factory representative for the following manufacturers: Alabama Metal Lath Company, Aetna Steel Products Corporation, Ohio Valley Hardware and Mfg. Company, International Steel Company, Castings, Inc., Conver Steel and Wire Company, Inc., and the Wollaeger Steel Corporation.

Today his four-year-old firm carries chiefly the building products that Cy became so familiar with during these 23 years. His



**"Meroney Speaking!"**

selling activities cover metal lath, corner bead, corner lath, channels, rain-carrying products, furnace pipe and elbows, forced-air pipe, ducts, fittings, tileboards, prefinished wall and ceiling panels, and all plastering accessories but gypsum products.

The Cy Meroney Company's sales territory includes Arkansas, Georgia, North and South Carolina, Alabama, Louisiana, Florida, Mississippi, and Tennessee.

Three years ago, Cy's brother, Ray, joined the firm as a partner. He also had a background in building materials, having represented several larger manufacturers of steel building products for 13 years. He is now in charge of the firm's office in Atlanta, Ga.

The third member of the sales force is A. F. Rathheim, who lives in Memphis. Both Meroneys expect to add more men to this sales team during the next year, to serve their growing list of customers.

Cy Meroney recently commented that "it has always been my belief—and it has proven right—that you always prosper in the end if you are always honest and conscientious with your customers, and apply the Golden Rule every day in your business dealings."



**Ray Meroney**

### **Notes on Manufacturers**

ATLANTA, GA.: George F. Currie and Company have been appointed representatives of the T. C. Fuller Company, Laurel, Miss., in the South-eastern states for the Fuller line of flush doors.

CHICAGO, ILL.: Three founder directors — M. P. McCullough, chairman of the executive committee; D. C. Everest, vice-president, and Aytch P. Woodson, secretary — have been honored for their 25 years' service with the Masonite Corporation. Also honored were B. O. Anderson, treasurer, and Earl W. Hadland, manager of dealer sales.

MIAMI, FLA.: The Harris Equipment Company, makers of ornamental iron pilasters, door grilles, lally columns, and railings, is one of the few iron businesses—if not the only one—to be owned and operated by a woman, Mrs. B. Harris worked for the company nearly five years before recently becoming sole owner of it.

ARCHER, FLA.: C. L. Brice, president of the new Brice Wood Preserving Corporation, says that his \$85,000 wood-preserving plant will possibly be the first in the South to use the process of vapor drying and solvent recovery. He hopes to start operations by January, 1952.

HENDERSONVILLE, N. C.: The Moland-Drysdale Corporation, brick manufacturers, have a new tunnel kiln at their Brickton plant. The tunnel kiln applies assembly-line methods to brick manufacture and eliminates most hand work.

MENA, ARK.: P. B. McWhorter has announced that Lloyd E. Howze was elected vice-president and sales manager of the Possum Creek Lumber Company. McWhorter now devotes his entire time to logging operations.

MEMPHIS, TENN.: The John A. Denie's Sons Company has added a third ready-mixed concrete plant. It chiefly will serve the Naval Air Station and customers in North Shelby and Tipton counties.

NEW IBERIA, LA.: The state has granted a charter to the Twin City Concrete and Supply Company. Capital stock was listed at \$35,000.

ELIZABETH, N. J.: The National Electric Products Corporation, with headquarters in Pittsburgh, has purchased a million-dollar factory here. It will use the plant to make electrical roughing-in materials.

ELKIN, N. C.: Harry H. Hensel, operator of the Hensel Lumber Manufacturing Company, is new president of the Elkin Kiwanis Club.



*Mr. Merchandiser:*  
HERE'S WHY YOU CAN RECOMMEND  
WITH CONFIDENCE R·O·W  
*Removable* WOOD WINDOWS

SO EASY TO  
CLEAN!

How the housewife will welcome these weather-stripped, removable windows! Not only do they give her good ventilation, plus more light and beauty, but to clean them she simply has to press gently, lift them out — a whish and a whee and they're clean! Yet when they're locked, they are completely rattle-free and burglar proof.



Carpenters and painters are enthusiastic about R·O·W Spring Cushion Wood Windows, too. Why? Talk to the men who handle them. The carpenter will tell you they go in so easily they are practically no work at all, and the painter will tell you how easy it is to work with these R·O·W windows. For more satisfied customers, and more profit to you, always recommend R·O·W Removable Wood Windows.

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R·O·W DISTRIBUTORS

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MANUFACTURERS OF MILLWORK • DISTRIBUTORS OF BUILDERS SUPPLIES

Rocky Mount, Virginia

Wood WINDOW UNITS

MILLWORK PLANT: RENO, NEVADA

THE WORLD'S LARGEST WOOD WINDOW UNIT MANUFACTURERS

# ASSOCIATION ACTIVITIES

## 70 Attend Tenn. Dealer Management Clinic

"VERY EDUCATIONAL. Worth any dealer's time to attend. Has lots of good points," said W. T. Stewart, of Dickson, Tenn.

"It's a good idea. Something helpfully different," commented T. E. Roxburgh, of Arlington, Tex.

"Good stuff brought out at the clinic," explained W. T. Mottern, of Elizabethton, Tenn. "Lot of the helps could be put into practice by everyone. All dealers are affected."

All three men were evaluating the first Management Clinic for building material dealers, which was held at the University of Tennessee for five days, November 27-December 1, under the sponsorship of the Tennessee Building Material Association.

Returning to their homes in nine Southern states, Ontario, and Connecticut, all 70 enrollees in this new type of training course for dealer personnel seemed pleased that they took part in the study sessions, field trips, and dormitory "bull sessions." They also got to see Vanderbilt University almost topple the University of Tennessee from the Dixie football throne.

The best in management theory and practice was presented to the class of 70 by experienced industry spokesmen and veteran University of Tennessee faculty members.

Said E. S. Egge, manager of the Birmingham, Ala., office of Allied Building Credits, Inc.: "With at least half of America's houses in need of immediate repairs or modernization, dealers should use time-payment plans to capitalize on this \$8 billion market. Some 45.6 per cent of the existing dwellings in the nation are 31 years or more old, and need modernization. The only way to capitalize on this market is through time-payment selling."

William C. Henry, associate professor of accounting at U-T, pointed out that cost information, when developed through inventory control methods, can be profitably used in setting prices. Minor

pricing differences can result in major profit changes. A three-percent price increase can jump net profits by 50 per cent!"

R. S. Stradley, assistant treasurer of the Atlantic Steel Company, urged the dealers to "bear in mind that until bills are paid by your customers, you haven't made any profit. And when Uncle Sam gets through with you, you're not sure what you've made!"

"Cash discount is a sizable factor in profits. . . . Never threaten a customer in the mails; it's risky. Call on the telephone if necessary. Personal calls often do more good than form letters."

As a result of high prices," Herbert P. Jordan, Memphis dealer, warned, "no dealer today can afford anything less than the best inventory control system he can devise. Think what it means to say that to do the same unit volume of business as in 1939 requires 3.75 times the capital invested in inventory—unless turnover is increased."

Other members of the joint industry-university faculty were E. B. Newell, Hamilton National Bank, Knoxville; Stuart Fonde, Knoxville dealer and homebuilder; Gates Ferguson, advertising director, Celotex Corp.; Henry J. Munnerlyn, Bennington, S. C., dealer; Arthur A. Hood, editor, *American Lumberman*; J. M. Fowler, Armstrong Cork Co.; Lee Bartholomew, Southern States Iron Roofing Co.; Edward H. Libbey, N.R.L.D.A. secretary and Educational Department director; Leonard F. Hurley, Knoxville realtor; and R. O. Brownlee, secretary-manager, Tennessee Building Material Association.

Enrolled in the Management Clinic were the following people, by states:

TENNESSEE—Nelson C. Andrews and A. L. Hatcher, Nashville; William J. Arnett, Andrew Cain, C. L. Carmichael, Alex J. Harkness, A. G. Heins, Jr., Porter E. Nolan, and David M. Stair, Knoxville; Lester D. Grant and John A. Maycann, Jr., Chattanooga; C. W. Flowers, T. L. Madden, and Ray F. Sharp, Jr., Memphis; W. W. Grubbs, Maryville; O. T. Halliburton, Winchester; James R. Hodge, Selmer; Robert A. Hodges, Morristown; William S. Hurley, Brumeton; Glenn Isbell, Henning; R. R. Jackson, Johnson City; Mr. and

Mrs. W. C. Laseter, Paris; Marion T. Long, Trenton; Charles A. Molder, Shelbyville; D. H. Seiler, Sweetwater; J. E. Smith, Jackson; W. T. Mottern and Malcolm E. White, Elizabethton; William T. Stewart, Dickson; John D. Stiles, Cookeville; William W. Strick, McMinnville; Curtis Thomas, Kingsport; R. L. Thomas, LaFollette; Joe M. Tucker, Jr., Ripley; Charles E. Brandon, Springfield; Thomas B. Wiles, Camden, and B. D. Wright, McKenzie.

NORTH CAROLINA—Fred W. Biddix, Jr., Spruce Pine; V. H. Dassow, Greensboro; Gordon L. Goodson, Lincolnton; Ebby Lee Murphy, Gastonia; W. Glenn Nelson, Jr., Hendersonville; J. P. Shuford, Jr., Franklin, and W. M. Spurrier, Charlotte.

SOUTH CAROLINA—William L. Boozer, Columbia; R. S. Cauthen, Rock Hill; E. D. Dobson, Greer; James T. Lee, Anderson, and Fred Nichols, Spartanburg.

MISSISSIPPI—W. C. Brondum, Jr., Pascagoula; Thomas H. Crigler, Columbus; Thomas J. Gardner, Crystal Springs; Sam R. McLellan, Jr., Biloxi, and George W. Wise, Merigold.

VIRGINIA—Robert S. Calhoun, Covington; W. M. Slaughter and H. B. Whittaker, Bristol.

CONNECTICUT—George Carr, Norfolk.

FLORIDA—Raymond O. Crabtree and Roland S. Freeman, Jacksonville, and J. Warren Egan, vero Beach.

MISSOURI—Frank J. Huffman, Steele.

KENTUCKY—Ryan Merrick, Louisville; Joe E. Morgan, Owensboro; William C. Pauley, Pikeville; and W. H. Reams, Middlesboro.

GEORGIA—E. G. Merritt, Atlanta.

TEXAS—T. E. Roxburgh, Arlington.

ONTARIO, Canada—Robert A. Jones, Hamilton.

### Middle Atlantic Group Plans February Meet

The Middle Atlantic Lumbermen's Association will hold its 60th annual convention at the Chalfonte-Haddon Hall in Atlantic City, February 6-8.

The business sessions will cover selling, public relations, and other merchandising ideas. Small discussion units are planned to give

**CASH IN WITH**

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CROWNPLY**

*the decorative hardwood plywood*



**G-P PRODUCTS**

Douglas Fir Plywood

G-P Plastic-faced Plywood

G-P Crownply Hardwood Plywood

G-P Plysheet Hardwood Plywood

Giant-sized Scarfed Panels

Fir and Hardwood Doors

Cypress and Redwood Lumber

Western Fir and Pine Lumber

Southern Pine Lumber

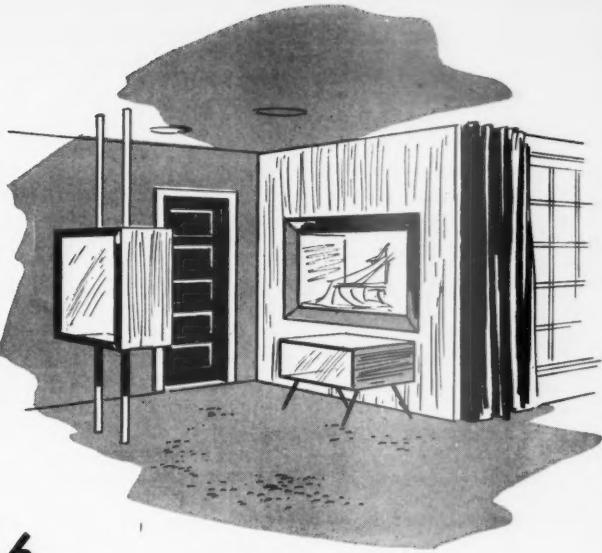
Western and Southern Mouldings

Southern and Appalachian Hardwoods

Residential and Factory Mouldings

Treated Lumber and Timbers

Distributing to the  
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Capitalize on today's trend to decorate with warm, modern panels of hardwood Plywood. Whether it's paneling for home or office, or good looking, easily worked plywood for displays and fixtures, G-P Crownply's extra quality will satisfy your customers and furnish profitable turnover for you.

Top quality G-P Crownply comes from Georgia-Pacific's ultra-modern mill in Savannah, Georgia, in a complete range of all standard and exotic woods.

Learn about G-P Crownply's superior benefits, and other special Georgia-Pacific products and services, including a "new dimension" in coordinating your plywood and lumber buying.



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Columbia • Louisville • Memphis • Nashville • Newark • Philadelphia  
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dealers greater opportunity for discussions of individual problems.

Many exhibitors have requested additional space this year to make displays bigger and of greater interest.

### Check Date for Your Convention

**WEST VIRGINIA** Lumber and Builders Supply Dealers Association. January 7-8. Daniel Boone Hotel, Charleston. Exhibits.

**KENTUCKY** Retail Lumber Dealers Association. January 14-16. Brown Hotel, Louisville. Exhibits.

**NATIONAL** Association of Home Builders. January 20-24. Stevens and Congress Hotels, Chicago, Ill. Exhibits.

**SOUTHWESTERN** Lumbermen's Association. January 23-25. Municipal Auditorium, Kansas City, Mo. Exhibits.

**MIDDLE ATLANTIC** Lumber-

men's Association. February 6-8. Chalfonte-Haddon Hall, Atlantic City, N. J. Exhibits.

**VIRGINIA** Building Material Dealers Association. February 13-15. Roanoke Hotel, Roanoke. Exhibits.

**MISSISSIPPI** Retail Lumber Dealers Association. February 17-18. Buena Vista Hotel, Biloxi. Exhibits.

**CAROLINA** Lumber and Building Supply Association. March 18-20. Textile Hall, Greenville, South Carolina. Exhibits.

**LOUISIANA** Building Material Dealers Association. March 19-20. Jung Hotel, New Orleans. Exhibits.

**TENNESSEE** Building Material Dealers Association. March 25-27. Hermitage Hotel, Nashville. Exhibits.

**FLORIDA** Lumber and Mill-work Association. April 16-18. Tampa Terrace Hotel, Tampa.

**GEORGIA** Building Material Merchants. April 23-25. General Oglethorpe Hotel, Savannah.

**TEXAS** Lumbermen's Association. April 20-22. Municipal Pier, Galveston. Exhibits.

### Georgia Directors Meet

The board of directors of the Building Material Merchants of Georgia held its fall meeting in Atlanta on November 20. Fourteen of the 16 members from throughout the state attended and discussed plans for the 1952 association convention in Savannah, April 23-25.

President W. R. Bedgood and Counselor J. G. Rowell led discussions of convention plans and market conditions.

### New Middle Atlantic Directory, Buyer Guide

The Middle Atlantic Lumbermen's Association recently released its dealer directory and buyer's guide for 1951.

It lists all company-members with addresses and an executive officer in Delaware, Maryland, north and south New Jersey, east

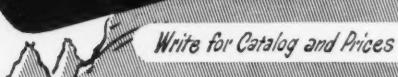
# Sales and Profits! Keep Climbing..



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**"Premier"**  
**ALUMINUM**  
**MOULDINGS**

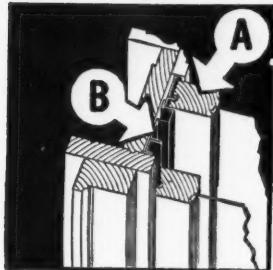
**METAL TRIMS, INC.**

BOX 1072, YOUNGSTOWN 1, OHIO

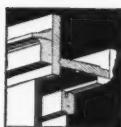


# The Effortless Operation of

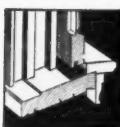
## WEATHER STRIPPED **Thrif-T** WINDOW UNITS



Sash "A" slides on full width, UNPAINTED metal weatherstrip "B" to insure free movement.



HEAD



SILL

— is made possible by PRECISION MACHINING — overhead life-time balances — and FULL WIDTH metal jamb. The Thrif-T sash slide on metal — NO DRAGGING OVER PAINTED SURFACES.

Carefully maintained clearance between sash and jamb means easy operation in ALL KINDS OF WEATHER.

Sell TREATED and TIME-TESTED Thrif-T Window Units for PROVEN satisfactory service.

- FRAME COMES READY for EASY and FAST ASSEMBLY (NO SAWING or PLANING).
- WIDE BLIND STOPS offer ADDED STRENGTH and MAKE FRAME EASIER to SQUARE in WALL.
- ONLY TWELVE MINUTES to INSTALL WINDOW.
- WINDOW FITS FRAME in GOOD WEATHER and BAD.
- TOXIC and WATER REPELLENT TREATED for LONG SERVICE LIFE.

### NO SAWING or PLANING



### Thrif-T UNITS FIT!

### Install in Twelve Minutes

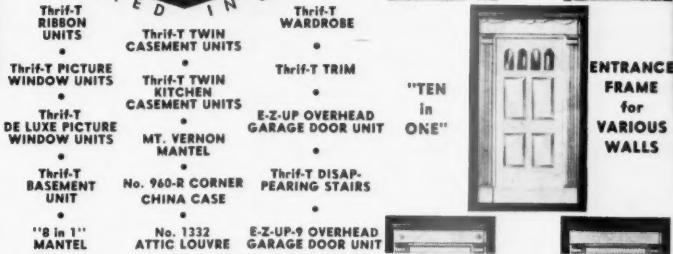
#### "4 in 1" ENTRANCE FRAME



For  
FRAME  
WALLS  
ONLY

Toxic Treated —  
Oak Sill.  
"4 in 1" Entrance  
Frames include the  
scalloped strip,  
rosettes and dia-  
gonal blocks to per-  
mit the owner to SEE and choose from  
FOUR different designs — ON THE JOB  
— and all with one satisfying money  
saving purchase.

#### OTHER Thrif-T WOODWORK for the HOME CARRIED IN STOCK



This DRIP CAP\*  
is Standard

\*Ensures adequate  
drainage; requires  
no flashing.

on both "4 in 1"  
and "Ten in One"

DETAIL OF CAP  
WRITE for NAME  
of NEAREST JOBBER

Individual taste of owner is satisfied by  
10 design choices SEEN and CHOSEN  
on the job. Five head variations plus  
plain or fluted pilasters (pilasters are  
reversible). For frame, brick veneer or  
masonry walls.

Distributed through the Leading Millwork Jobbers to the Retail Lumber Dealer



# Roach & Musser Co.

PLANT and OFFICES • MUSCATINE, IOWA

QUALITY MILLWORK SINCE 1884

**Attention  
RETAIL DEALERS  
and BUILDING  
SUPPLY COMPANIES**

**WE  
SELL  
DIRECT  
FROM FACTORY  
TO YOU**

AT AMAZING LOW JOBBER'S COST YOU CAN WHIP ANY COMPETITION BOTH IN QUALITY AND PRICE—THE BREAK YOU HAVE BEEN WAITING FOR.

**HUNTINGTON  
METAL-FOLD  
SAFETY STAIR**

ALL STEEL LIFETIME  
NO COUNTERWEIGHTS • NO SLIDES  
• EASY TO OPERATE



Write for further information

**HUNTINGTON INDUSTRIES, INC.**  
2368 Prospect • Memphis, Tenn.

and west Pennsylvania, Virginia, and Washington, D. C. In the back of the 8½x11-inch punched book are directories of salesmen, products, associations, and members of Congress.

This guide is offered for \$5.00 from MALA offices at 1528 Walnut Street, Philadelphia 2, Pa.

**Texas Dealers Form  
New Local Association**

At a recent meeting of building material dealers at the Hilton Hotel in Lubbock, Tex., Jim Wilson, of Floydada, made a motion that a committee be set up to form a permanent association of dealers in the South Plains area. S. S. Forrest was made head of this committee.

The district meeting was one of a series attended by W. B. Mildred, president of the Lumbermen's Association of Texas. More than 100 dealers were present, some from as far away as Midland and Roswell, N. Mex.

According to one spokesman, it is possible that this formation of a district organization may spearhead a movement to form such local dealer groups throughout Texas, similar to district associations now functioning in other Southwestern states.

**Public Relations  
Program Scores**

The public relations program of the National Retail Lumber Dealers Association won a certificate of award "in recognition of outstanding achievement in public relations" in the Annual Awards Competition conducted by the American Public Relations Association.

The three other national trade associations which also gained recognition all have considerably larger budgets for public relations activities than does NRLDA.

The entry dealt with only part of NRLDA's public relations program—that designed to help individual dealers carry on effective public relations work locally. Illustrating how the program has been developed, NRLDA submitted its Public Relations Guide, four guide supplements, a description of the Minute Man program together with a summary of its results, and the announcement of the new Public Relations Contest for retail lumber dealers.

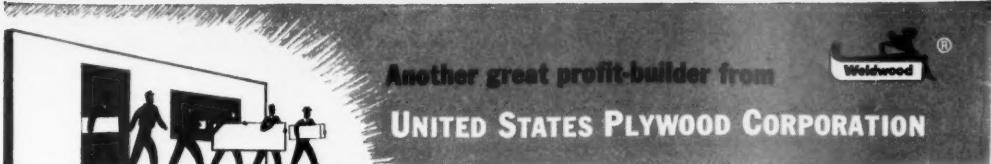
The official APRA citation read as follows:

"Recognition is given to the skillful execution of this association's program. Its clear-cut goal was recognition by each member of the value of a Public Relations



**LIBBEY JOINS "CONFEDERATE FORCES"**

A highlight of levity was injected into a serious business session of the Board of Directors of the National Retail Lumber Dealers Association in Chicago in October. President Clyde Fulton unwittingly yielded the rostrum to Treasurer Fred Stair, a Tennessee "admiral," who then and there called on Secretary Edward H. (Sailfish) Libbey to come forward and be inducted into the Confederate Air Forces as a full-fledged colonel! He was presented his official card from some wag in Mississippi and the colorful cap topped with a Confederate flag. Congratulating the new rebel officer above are E. B. (Ted) Lemmons, left, Mississippi dealer association secretary, and W. Thornton (Speedy) Estes, president of the Alabama Building Material Exchange. Photo courtesy of the across-the-border Hoosier Board and Brick magazine.



Another great profit-builder from



UNITED STATES PLYWOOD CORPORATION



Tandy & Allen, well-known community builders, put the extra plus of Plankweld Paneling in the living rooms of 150 beautiful Saddle-Ranch Homes at Hillside, New Jersey.

Large operators everywhere are quick to appreciate Plankweld's low cost and ease of installation for new construction.



## 2 reasons why pre-finished PLANKWELD means faster turnover for YOU

*This man means fast turnover. You can truthfully tell him and other home owners: "If you can use a hammer and saw, you can install Plankweld yourself!"*

Weldwood Plankweld Panels fill two important needs that *double sales possibilities* for you.

...Plankweld is the ideal product for a home owner who wants wood-paneled walls and plans to do the work himself.

...Plankweld is also the perfect answer for builders who want the most economical material for one or more paneled rooms in the houses they build. So be ready with Plankweld when both

of these types of profitable customers come your way.

Plankweld is now available in Birch, Oak, Knotty Pine and Philippine Mahogany—all pre-finished at the factory, ready for installation. Packaged 10 panels to a carton.

These easy-to-handle panels are  $\frac{1}{4}$ " thick,  $16\frac{1}{4}$ " wide and 8' long. (6' and 7' lengths also usually available.) They're edge-grooved to provide a neat lap

joint. And they're designed with a simple, concealed metal clip that holds Plankweld firmly to the wall and eliminates nailing through the face of the wood.

They can be installed over old plaster or walls without furring strips—used vertically or horizontally.

Use the coupon below for full details about Plankweld—and its great profit possibilities for you.

**PLANKWELD**  
Pre-finished Weldwood Plywood  
*Manufactured and Distributed by*  
**UNITED STATES PLYWOOD CORPORATION**  
55 West 44th Street, New York 18, N. Y.  
and **U. S.-MENGEL PLYWOODS, INC.**  
Louisville 1, Ky.  
Branches in Principal Cities • Warehouses in  
Chief Trading Areas • Dealers Everywhere

**UNITED STATES PLYWOOD CORPORATION**  
55 West 44th Street, New York 18, N. Y.

Please send me complete information on Plankweld. SBS-12-51

Name \_\_\_\_\_

Company \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ Zone \_\_\_\_\_ State \_\_\_\_\_

program of his own, and to enable him to carry on such a program successfully. In a carefully prepared, simple, and graphically illustrated manual, identification of the Retail Lumber Dealer's publics was set forth and specific directions were given in the utilization of various media for the establishment of good relationships with these publics.

"Supplements planned simultaneously with the manual expanded especially important facets of the program outlined in the manual."

## Houston Dealers Enjoy Big-Game Movie

A movie film, "Hunting and Fishing in Alaska," provided entertainment for the monthly dinner meeting of the Retail Lumber Dealers Association of Houston, Tex., November 13. Elmer J. Gray, prominent lumberman and big-game hunter from Pelly, showed the film.

Morris Frank, a columnist of the *Houston Chronicle*, was guest speaker.

## Texas Association Committees Named

President W. B. Milstead, of the Lumbermen's Association of Texas, recently announced the appointment of several committees for 1951-1952.

The Nominations Committee includes John R. Armstrong, Amarillo, chairman; J. C. Ballard, Houston; Vern Carlson, Edinburg; P. G. Goodnight, Dallas; W. B. Henderson, Ft. Worth; Harry Richards, New Braunfels, and Frank Sims, San Antonio.

On the Auditing Committee are D. G. McNair, Houston, chairman; Carl E. Locke, Beaumont, and W. H. Chapman, Texas City.

Bruce Cunningham, Texarkana, is chairman of the Resolutions Committee. Others are J. T. Hollis, Dallas, W. D. Parker, Houston, and W. B. Carsow, Austin.

The Convention City Committee includes W. H. Curry, Waco, chairman; C. R. Delhomme, Houston; William F. Ford, Amarillo; J. W. Gillet, Alpine, and Smith Kirby, San Antonio.

# Many Homes AND BUSINESSES, TOO

**NEED**  
**Grani-lite**  
BAKED FINISH  
WALL PANELS  
FOR  
REMODELING

Close to you are business houses and town or country homes that need fixing up. The more successful lumber dealers are converting these prospects into profitable jobs with many of them using *Grani-lite* . . . the new baked finish wall panel that everyone is talking about. At least 8 out of 10 remodeling jobs have a use for *Grani-lite* . . . in offices, show rooms, rest rooms, bath, kitchen, recreation rooms and many other rooms where the easiest-to-clean walls are desirable.

*Grani-lite* sells because: it's unusual color finish closely resembles real Granite; its top grade baked finish assures longer wear and lasting satisfaction to your customers; it's large size panels cover old or new walls quickly; and it's so very easy to keep clean.

By stocking and selling *Grani-lite* you can get more of those close-to-home jobs. Don't miss seeing this easy-to-sell product.

Distributed through Lumber and Building Material Jobbers and Dealers

MAIL THIS COUPON FOR SAMPLES OF  
*Grani-lite*

**Wallace**  
MANUFACTURING CO.  
10th and Fayette, North Kansas City, Mo.

SBS

Name \_\_\_\_\_

DEALER

Company \_\_\_\_\_

JOBBER

Street \_\_\_\_\_

BUILDER

City \_\_\_\_\_ State \_\_\_\_\_

## Group Insurance Pays \$53,205 for Texans

The group insurance plan offered to member companies through the Lumbermen's Association of Texas recently ended its second successful year.

During the first two years of its existence, the group insurance paid 584 claims for a total of \$53,205.69.

The association announced that, although a great many group insurance companies have increased their rates during the last year, the LAT lumber dealer's plan does not call for any such increase.

## Fire Reduction Is Aim

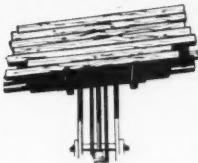
The Structural Clay Products Institute, national association of brick and tile manufacturers, has announced that reduction of fire hazards is a major aim of its research program.

The institute is conducting tests on several all-ceramic houses to find how fire-resistant brick and tile can best be used to reduce fire risks to a minimum. One objective is to find more uses for clay products for interior walls and floors.



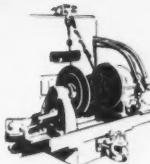
**any handling job  
in your yard costs less  
with  
ROSS SERIES 10  
AND THESE ATTACHMENTS!**

Few fork trucks will give you such cost-cutting performance the year around as Series 10. The Ross balanced-weight principle and big pneumatic tires enable Series 10 to keep operations clicking smoothly . . . rain or shine, summer or winter. Series 10 is full-hydraulic, gasoline powered. Three models . . . 8,000 lbs., 10,000 lbs. and 12,000 lbs. With Series 10 and these engineered-to-the-truck attachments you can handle practically any job in your yard . . . at a big saving.



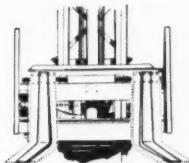
**POWER SLOPE PILER**

Piles lumber on an angle to shed water and minimize degrading of lumber. Powered by double-acting hydraulic cylinder. Controlled from driver's seat.



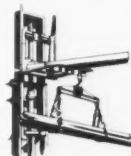
**HYDRAULIC WINCH**

Enables fork truck to pull dry kilns, spot cars, skid heavy loads. Mounts on counterweight. Controlled from driver's seat. Line pulls to 6000 lbs. available. Furnished without cable.



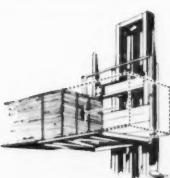
**TRaverse CARRIAGE**

With a minimum of maneuvering, truck driver can place loads flush with other loads and walls. Saves time, permits full utilization of storage space. Hydraulic-powered. Forks individually adjustable for spacing.



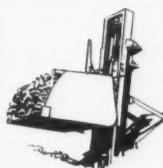
**BOOMS**

Permit fork truck to unload open-top cars and trucks, handle bulky, awkward items that cannot be handled with regular forks. Three types available. Quickly interchangeable with regular forks.



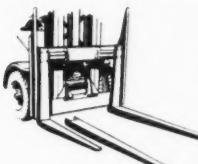
**HYDRAULIC BIN-LOADER**

Permits conventional lumber bins to be loaded with a Series 10 Fork Truck. Doesn't interfere with normal fork truck operation. Easily detached and readily interchangeable with other attachments. Controlled from truck cab.



**SCOOps**

Speed handling of coal, gravel, sand and other bulk materials . . . also snow removal. Two types . . . mechanical, 2 cu. yds. and hydraulic, 2½ cu. yds. Quickly interchangeable with regular forks.



**FORK EXTENSIONS**

Fit over regular forks and permit handling of bulky, light loads. Available in lengths to suit requirements. Easily attached and detached. Hollow construction permits regular forks to be inserted by simply laying extensions on ground or floor and driving lift truck forward.

**MAIL  
THIS  
FOR  
FULL  
DETAILS**

*Rudy C. ROSS*  
**ROSS**

**THE ROSS CARRIER COMPANY**  
170 Miller St., Benton Harbor, Mich., U.S.A.

SEND DETAILS ON SERIES 10 FORK TRUCK AND ITS ATTACHMENTS

Name \_\_\_\_\_ Title \_\_\_\_\_

Company \_\_\_\_\_

Street \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_

## 50 YEARS

(From page 30)

and hung on while the center ploughed through the line for a victory touchdown!

This same determination has pulled him—and his firm—through many business difficulties.

Foxworth's first job was as a bookkeeper with the Lutcher-Moore Lumber Company in Orange, Texas, then lumber capital of the Southwest. He soon started

his own yard, the Foxworth Lumber Company, at nearby Stratford. During the same year, 1901, he started his second yard at Twist Junction, a railroad "whistle stop."

H. W. Galbraith entered the lumber business with the Burton-Lingo Lumber Company. In 1900 he joined A. P. Jackson in starting the Jackson-Galbraith Lumber Company in Alamogordo, Capitan, and Cloudcroft, New Mexico.

As business increased, Jackson and Galbraith began looking for a young man to join them in extending their chain of yards. After

talking with Foxworth between trains one day, Galbraith telegraphed Jackson: "Have found the man we have been hunting for. Catch first train to Dalhart."

Soon the company was born that later became the Foxworth-Galbraith Lumber Company. Today, a warranty deed for the property on which the first yard was located in Dalhart, dated in 1901, hangs in the office of Jack Foxworth, the son of the founder. He is now a company vice-president.

With the fast growth of the Southwest, the Foxworth-Galbraith line followed the sprouting railroad tracks. Yards were started in such new communities as Tucumcari, Santa Rosa, and Carrizozo in New Mexico. Along the Fort Worth to Denver City Railway, Texas yards were started in Channing, Hartley, Amarillo, and Clarendon.

Following Jackson's death in 1906, J. C. Galbraith joined the organization as one of his brother's partners. He, too, received his initial experience in the lumber yards of Burton-Lingo.

In 1923, 20 yards were purchased from the Lyon-Gray Lumber Company, a line firm that had followed the railroad from Wichita Falls to Dallas.

During the oil rush, the Foxworth-Galbraith yard in Panhandle, Texas, operated on a 24-hour-a-day basis. Buyers actually lined up in front of the yard with cash in their hands! W. L. Foxworth frequently visited this yard to "join in the fun." He commented that it was "like a Chinese puzzle to find railroad cars for our yard among the many freight cars that crowded the Panhandle siding."

Like other line yards, Foxworth-Galbraith has had its share of fires. A fire endangered the whole town of Dalhart when a strong wind rapidly spread the flames. In his gratitude, Foxworth made a fire-fighting party of it. Although a teetotaler himself, he ordered a barrel of whiskey from Amarillo for the courageous men.

The sons of Foxworth and the Galbraith brothers worked in the yard as they progressed through high school and college. Each started at the bottom, handling jobs throughout the yard.

Vice-President Jack Foxworth completed his apprenticeship and moved to Dallas in 1932.

Vice-President Jimmy Galbraith started with his father, J.

One order!

Now...

ONE ORDER  
COVERS YOUR  
NEEDS FOR BOTH  
ASPHALT AND  
ASBESTOS PRODUCTS

The Asbestos Line includes:

- ASBESTOS SHINGLES
- DUTCH LAP  
HEXAGONAL  
TRADITIONAL STRIP
- ASBESTOS SIDING
- WAVELINE SHINGLES  
STRAIGHT EDGE SHINGLES
- ASBESTOS WALLBOARD
- UTILITY  
FLEXIBLE



For 31 Years... Manufacturers of Quality Asphalt Roofing and Siding.

**AMERICAN ASPHALT ROOF CORPORATION**

Kansas City

East St. Louis

Salt Lake City

Fort Worth



## TURN TO OCONEE FOR VITRIFIED CLAY PIPE

### Clay Pipe's a Must — It Never Rusts!

When you stock a complete line of OCONEE Vitrified Clay Products, you are assured of a steady, profitable business.

CLAY is everlasting. That is why OCONEE Clay Products are even better than the treasured clay products of ancient days. It Never Wears Out.

OCONEE-ware comes in suitable lengths, ample in diameter, salt-glazed for life and smoothness, uniform, and offers great variety in sizes, fittings and specialties. Made right here in the South to serve you better.

For Permanence . . . CLAY

For Performance . . . CLAY

FOR CLAY . . . OCONEE

**OCONEE**  
CLAY PRODUCTS COMPANY  
MILLEDGEVILLE, GEORGIA

*Vitrified*  
**CLAY PIPE**



C-948-1A

CLAY BUILDING PRODUCTS: VITRIFIED CLAY PIPE, FITTINGS, CHIMNEY TOPS, FLUE LINING,  
WALL COPING, SEPTIC TANKS, PERFORATED PIPE, THIMBLES, STOVE PIPE, WELL LINING

C., in El Paso and moved to Dallas in 1942. His brother, now Vice-President Henry Galbraith, started in the west Texas yards, won his degree at Columbia University, and then joined the general-office staff. He now works in Phoenix, Arizona. H. W. Galbraith's only son, Torbett, assists in the Amarillo district office.

After the death of H. W. Galbraith, the general offices of the Foxworth-Galbraith Lumber Company were moved from Amarillo to Dallas. They now are located in the Mercantile Securities Building, a modern skyscraper. W. L. Foxworth headed the general offices until his death at the age of 73 in 1948.

The only living founder, J. C. Galbraith, is now in his mid-seventies. As president of the firm he helps to decide all company policies, but he leaves detail management to the younger men. In 1932 he was president of the Lumbermen's Association of Texas. He still has a keen interest in all association activities.

J. V. Woodford is secretary-treasurer of this line company.

With Foxworth-Galbraith for decades, he is noted for his ability in credit, tax, and other financial matters.

John Armstrong, the manager of the Amarillo district, served as president of the Lumbermen's Association of Texas last year and is a director for life. Joining the firm in 1919, he worked his way up through the ranks to vice-president.

Vice-President Fred J. Elbert, another LAT director, manages the Wichita Falls district.

The other district managers for Foxworth-Galbraith are Roland E. Ponce, South Plains; Glenn Hunt, Pecos; T. C. Harris, Ozona; H. F. Morsman, Dallas, and Vice-President S. A. Beecroft, Phoenix.

During the early years of the Foxworth-Galbraith Lumber Company, one of the partners often said, "We are a little outfit, but we bore with a big auger." The second generation Foxworth and Galbraiths lead no little outfit, but they keep boring with "a big auger" to maintain an organization that is known for service throughout the pace-setting Southwest.

## MODERN STORE

(From page 32)

sells. The spacious concrete parking court and driveway beckon customers and motorists to drive in for a "look-see," if not a purchase.

Office and display space is confined to 900 square feet across the front of the building. A drafting room adjoins. The whole building is air-conditioned and heated, and lighted with appropriate fluorescent fixtures.

A concrete slab roof mounted on building-wide steel joists covers the structure. The warehouse floor is concrete. Terrazzo floor enhances the offices and display room.

In the display room are exhibited the several lines of products that Art Winfree and Associates distribute in Volusia and four nearby counties. These include Ware aluminum windows, Miami aluminum awning windows, ABC glass jalousies, Altex double-hung aluminum windows, Ceco steel windows and joists and

## Be a Weather PROFIT-er!

Stock and SELL

## Nankee "WARRANTY" ASPHALT-ALUMINUM PAINT

The ALL-WEATHER roof coating with 3 BIG selling points . . .

- LONGER ROOF LIFE
- COOLER INTERIORS
- GREATER FUEL SAVINGS

PLUS . . . the Nankee "WARRANTY"—  
your assurance of the manufacturer's high quality and a  
guarantee that each gallon contains NOT LESS THAN  
TWO POUNDS OF ALUMINUM METAL PIGMENT.

Ask Your Jobber About the Profit-Making NANKEE Line!

Manufactured by

**Nankee ALUMINUM PAINT CO., INC.**

Offices and Factory: 43 South 1st Street, Brooklyn 11, N. Y.



related products, Berry steel residential garage doors, Barcol wood residential and commercial garage doors, Del-Mar kitchen cabinets, and A. C. Horn paints.

The firm sells these products directly to the contractor and builder, but wholesales certain items to other building material dealers. Art Winfree is franchise representative for the Berry steel garage door in Florida, Georgia, North and South Carolina, for the sale of carloads to stock distributors in those states.

He emphasizes the "and Associates" part of his firm's name and operation, which is highly departmentized. William R. Piper is secretary-treasurer and general manager. C. R. Vickery is warehouse foreman.

A brother, George P. Winfree, is service manager. Harry Merryday is estimator and cost analyst.

Robert C. Hindery is manager of the cabinet department, which also sells Hotpoint electric kitchen appliances.

Hugh Sullivan is manager of the new paint department, in which Roy C. Wilson is the floor salesman. Robert Gall is territorial salesman.

Three ladies in the office and truck-drivers complete the roster of 15 "associates" on the job.

## D. E. STUDENTS

(From page 31)

Usually the store designates a "training sponsor" who will especially help the working student at his job. The teacher-coordinator from the school works closely with the sponsor. Sometimes students continue their D. E. training from high school through college.

Students embark on this D. E. voyage during their junior year in high school. They take the usual high-school courses that permit them to graduate, and they receive class credit for afternoon and Saturday work in stores under D. E. supervision.

In addition to the training received through part-time work, the students attend classes on selling, display, stock control, inventory, and other phases of merchandising.

Besides classes and on-the-job training, most schools have D. E. clubs. For programs these clubs frequently have films or speakers familiar with some phase of merchandising. Some schools put out a

special D. E. paper with helpful ideas reprinted from other larger merchandising publications. The Distributive Education Clubs of America publish a monthly magazine.

Several Texas high-school D. E. classes present weekly radio programs. These help acquaint local citizens with the program of training during school in retail and wholesale businesses.

Building supply dealers, like other merchants, agree to give special attention to D. E. students who come to work in their stores

after school and on Saturdays. Such students are paid a reasonable wage for their services.

These students have an advantage over youngsters who merely seek a part-time job for spending money, for the D. E. students take special interest in their work because they learn about merchandising from books in the morning and apply this knowledge on the job in the afternoon.

In many instances, students have returned after graduation to the sales organizations where they had "interned."

The advertisement features a large window set into a brick wall. The window has a dark frame and multiple panes. Above the window, a sign reads "EMPIRE ROLLED STEEL" above "WINDOWS". To the right of the window, the text "Southern Made for Southern Builders" is visible. The overall style is vintage, with a focus on the product and its regional market.

## A Complete Line of Finer Windows

The Empire Line of Steel Windows offers opportunities to dealers to handle a steel window product which is rapidly growing in favor with Southern users. This line of windows, properly engineered, accurately and sturdily built, is bonded to produce a better window, yet sells at competitive prices.

Write for literature.

Residence Casements •  
Architectural and Commercial  
Awning Windows • Commercial  
Projected Windows • Pivoted  
Windows • Security Windows

## DECATUR IRON & STEEL CO.

Decatur



Alabama

Serving Southern Builders for Over 60 Years

# Announcing

THE ALL NEW  
**TRADE-WIND**  
**TWIN WHEEL**  
**300 cfm CLIPPER**  
**VENTILATOR**

Model 1501 is packed with features • Sensationally priced • Now in production



For the first time Trade-Wind offers a twin wheel ceiling ventilator with interchangeable discharge that develops a full, certified 300 CFM, yet is priced competitively with ordinary ventilators. Equally important to you, Model 1501 is now in production and deliveries already are being made.

#### REPRESENTATIVES

Alabama, Florida, Georgia, Mississippi, North Carolina, South Carolina and Tennessee—H. C. Biglin Co., Inc., 177 Harris St., N.W., Atlanta 3, Arkansas, Kansas, Oklahoma and Missouri—Curt H. Conrad Co., 4001 Broadway, Kansas City 2, West Virginia—V. E. Hendrickson Co., 4412 Liberty Ave., Pittsburgh 24, Texas (Bezar Co. only)—Arthur S. Jones, 306 Canterbury Hill, San Antonio 2, Texas, R. Ward Co., 2711 Commerce St., Dallas 1, Maryland, Virginia, Washington, D. C.—American Engineering Equipment Corp., 122 N. Fayette St., Alexandria, Louisiana—Cressy Sales Co., 809 Royal St., New Orleans 16.

*Strictly*  
**WHOLESALE**

## "Quality Seal" Wood Window Program Results Reported to Jobbers at Meeting

RESULTS OF THE American Wood Window Institute's "Quality Seal" merchandising program have been "astonishingly satisfactory" although the program has been in operation less than a year, Erle Racey reported at the 12th annual winter meeting of the Southern Sash and Door Jobbers Association at the Shamrock Hotel in Houston, Texas, November 28-30.

Racey, who is secretary-manager of the institute, delivered the principal industry address on "Modern Merchandising," which he described as responsible for the high American standard of living.

The speaker captured undivided attention of the jobbers with a recitation of accomplishments of the manufacturers of aluminum windows. Although virtually unknown in 1940, he said, aluminum windows went into 5 per cent of homes built in 1950, and merchandising is the explanation.

Thorough research developed the AWI "Quality Seal" program, Racey explained. He said that 75 fabrication plants are licensees of the institute and dozens of others have indicated interest in the expanding program.

"By intelligent application of modern merchandising formulas, market by market," Racey concluded, "the institute has already proved that modern merchandising will work just as effectively for wood windows, as it will for aluminum windows, Sun-Kist oranges, flowers by wire, or any other useful commodity in American marketing."

President M. C. (Mike) Davidson, of Houston, and Vice-President John Kilpatrick of Oklahoma City, expressed pleasure with the registration of almost 550—which set a new record for attendance at association winter meetings. The place and date for the annual SSDJA meeting in June will be determined by the Board of Directors about the first of the year, according to Barney Gallagher, secretary-treasurer.

In the first session the only speaker besides Racey was W. Van Murchie, public relations director for a St. Joseph, Mo., bank, whose remarks were strictly in a humorous vein.

The second session featured these topics and speakers: "Architectural Design Trends," by Donald Barthelme, professor of architecture, University of Houston; "Employer Advantages of a Group Insurance Plan," by Lewis C. Calow, General American Life Insurance Company; "The Washington Situation," by Norman O. Cruver, chief, lumber and wood products branch, Forest Products Division of OPS; "Wage Stabilization and Bonus Plans," by P. K. Seidman, CPA.

Secretary-Treasurer Gallagher, who presided at speaking programs, introduced industry leaders attending and called on them for brief remarks. These included Cliff Melander, Atlantic Mill Work Institute; Ormie Lance, National Woodwork Manufacturers Association; Ed Babbitt, National Plywood Association; Jim Jordan, Woodwork Jobbers Service Bureau; John O'Hara Harte, Fir Door Institute; Dick Anderson, Fir Plywood Association.

## No Siding Shortage

"Production of our products will not be curtailed by material shortages," Lee H. Mattes told members of the Insulating Siding Association at their sixth annual meeting. The affair was held at Skytop Lodge, near Scranton, Pa., recently.

Mattes also reported wide public acceptance of the new shingle design panel, which was accepted earlier in the year by FHA for new construction.

Election of officers resulted in Mattes continuing as president. William Waldman is vice-president; Gordon C. Estes, treasurer, and William W. Wilson, member of the executive committee.

## Plywood Men Meet; Riecke Re-Elected

Louis G. Riecke, vice-president of the Tulane Hardwood Lumber Company in New Orleans, La., continues as the Southern Section director of the National Plywood Distributors Association. He was re-elected at the three-day meeting of the Dixie members at the Glades Hotel, Redington Beach, Fla., on November 19.

The other jobber director for the Southern Section of the National Plywood Distributors Association is Ed Crawford, of Miami, Fla.

Approximately 100 distributors of plywood and building materials attended this third meeting of NPDA to be held on the Florida gulf beaches.

A round-table discussion of trained, capable salesmen highlighted the meeting. It was moderated by B. E. Babbitt, of Chicago, executive director.

"Salesmanship is the one answer to the drop in buying throughout the nation," Babbitt said. He told how salesmen could be trained to create new demand for merchandise and to persuade people to buy even in the face of economic uncertainties and confusion.

## Georgia-Pacific to Buy Johnson Lumber Firm

The purchase of the C. D. Johnson Lumber Corporation, Pacific Northwest timber and lumber firm, by the Georgia-Pacific Plywood Company was arranged last month. The negotiations were handled by Robert F. Johnson, president of the Johnson concern, and George R. Birkelund, board chairman, and Owen R. Cheatham, president, of the Georgia-Pacific Plywood Company.

The transaction included purchase of the Pacific Spruce Timber Company, a C. D. Johnson holding company.

## Fischer in Paducah

The Fischer Lime and Cement Company recently opened a new wholesale branch warehouse in Paducah, Ky., to serve better the material needs in this atomic-energy development area.

Fischer, with headquarters in Memphis, Tenn., is the Mid-South's largest single distributor of building materials. Johnny Humphreys is the firm's wholesale sales manager.

# BIG DEMAND FOR NEW *Low Cost*

## **NEW** **ALUMINUM** **FRAMELESS** **TENSION** **SCREENS**

*Sealed Tight...  
Held by tension.  
Exclusive sill bar adjusts  
to off-level sills.*



## PROFITS FOR YOU!

It's the smart way to cut screening costs, reduce maintenance and add convenience to homes and apartments! Sell these new-type Keystone Aluminum Tension Screens for all double-hung windows! Cash in now—thousands of prospects!

Saves 25 minutes per window in installation time. Easily installed—no heavy frames to cut or fit. No painting—no rust. Adjustable sill bar assures tight fit on uneven windows. Easily replaced screening. Low first cost, low upkeep, neat appearance. Investigate!

**KEYSTONE GROWING FAST IN POPULARITY!**

North Carolina Distributor says: "Our volume has increased considerably. Builders and consumers find it more economical to install Keystone Tension Screens. Customer satisfaction proven without a doubt."

Tennessee Distributor says: "Keystone Frameless Tension Screens installed in many housing projects in this vicinity. These screens far superior both in quality, appearance and durability to any other type of screen window. Also, most economical."

Georgia Jobber says: "Keystone Tension Screens are most satisfactory. They have certainly gained in popularity. Used on several large housing projects in this territory, and countless thousands of individual homes."

**SEND COUPON!**

Keystone Wire Cloth Co.  
Dept. K-15, Hanover, Pa.  
Without obligation, send me complete details, prices and discounts on NEW profit-making Keystone Frameless Tension Screens.

Firm \_\_\_\_\_  
Attn. of \_\_\_\_\_  
Street \_\_\_\_\_  
City \_\_\_\_\_ State \_\_\_\_\_

# VENTO STEEL *Casement* WINDOWS



## They Give -

### Effortless Operation

Gracefully designed, easy-moving Roto or Lever type operators and locking handles, as specified. Extension type hinge for ease in cleaning.

### Weather-tight Seal

Double contact construction gives snug fit. Positive cam action locking handle insures weather-tight seal around perimeter of the ventilator.

### Lasting Service

Solid steel sections; all corners electrically welded; cleaned and prime painted. A permanent installation.

*Write us for full information, also facts about Vento steel basement, utility and barn windows, Vento steel lintels for cost-saving block construction.*

**VENTO** Steel Products

CO., INC.

253 COLORADO AVE. • BUFFALO 15, N.Y.

## Among the Wholesalers

MEMPHIS, TENN.: Neal Jones has joined Orgill Brothers and Company here as merchandise promotion manager. It is a wholesale hardware firm with warehouses at Memphis, Little Rock, Ark., and Jackson, Miss.

DALLAS, TEX.: The A and H Lumber Company has opened an office here and in Los Angeles, Calif. The new firm is owned by John F. Hanson and J. G. Anderson. Anderson has been in the lumber business in Dallas many years.

BIRMINGHAM, ALA.: Six employees of the Moore-Handley Company won an all-expense trip to the Westinghouse Electric Appliance

Division plant in Mansfield, Ohio, recently. The electric appliance salesmen are Gene McMeans, Bert Ladyard, Jack Mazingo, Pat Miller, Clark Mason, and Carl Platt.

PROVIDENCE, R. I.: The Georgia-Pacific Lumber Company has opened a new warehouse here, the first in Rhode Island. It will mean faster delivery of G-P products not only in this state but in Bristol county, Mass., and Windham, Tolland, and New London counties in Connecticut. Bernard V. Longerman heads this new branch.

DALLAS, TEX.: M. B. Pierce and J. R. Searls have started a new wholesale builders hardware and specialties firm here, the Searls-Pierce Hardware Company, Inc. A new building with 4,000 square feet is under construction. Both men have operated retail hardware outlets in Dallas.

## NOTES ON MANUFACTURERS

PONCHATOULA, LA.: C. H. Lindsay, for the past four years vice-president and general manager of both the Tremont Lumber Company and the Louisiana Cypress Lumber Company, has relinquished his duties with Tremont to devote full time to the latter firm.

RUSK, TEX.: The Arkansas Oak Flooring Company has a new concentration yard here.

GRAND RAPIDS, MICH.: The Haskelite Manufacturing Corporation, with plants here and in Mobile, Ala., has been licensed by the Ready Hung Door Corporation, Fort Worth, Tex., to manufacture Ready Hung doors under its patent rights.

COLUMBIA, S.C.: E. W. Proctor and Company have been made the representatives in this area for Baldwin-Hill insulating batts. This firm distributes batts that are fully thick, semi-thick, paper encased, or open-faced.

HOUSTON, TEX.: The Miracle Blocks Corporation has purchased four acres here as a site for a plant to manufacture concrete tiles and blocks with terrazzo facings. Ezra Cook will be superintendent and Rudolph S. Reese vice-president and general manager of the new plant.

ATLANTA, GA.: James W. Blumer, a field representative here in the distributor department of the Libbey-Owens-Ford Glass Company, has been transferred to the home office in Toledo, Ohio, as assistant general manager. His former post now is filled by George N. Spaulding, who was transferred from Cincinnati.

CULVER CITY, CALIF.: Peerless Plastics now makes plastic wall tile. A contour edge will give this new tile a thick, deep appearance.

MEMPHIS, TENN.: William Y. Webb has been appointed sales

representative for Insulite building products in west Tennessee and north Mississippi.

DALLAS, TEX.: The Dalton Company now represents Aluminum Industries, Inc. Dalton distributes Permite aluminum paints and varnishes in Texas, Oklahoma, Louisiana, and Arkansas for this Cincinnati, Ohio, firm.

PANAMA CITY, PANAMA: The United States Plywood Corporation has taken over the management of the Panama Forest Products Corporation here. It has an option to buy half interest in the firm.

STAR CITY, ARK.: Damage done by a recent fire that destroyed a sawmill here was estimated at \$110,000. The mill, the successor to the old Star City Lumber Company, is owned by James T. Gooch and Andrew Nordin.

KANSAS CITY, MO.: Tom R. Avant is new district manager here for the National Gypsum Company. He succeeds J. N. Williams. Avant previously served as manager of the Birmingham, Ala., district. He was once associated with branches of the Long-Bell Lumber Company and the Hope Lumber and Supply Company.

## Rudiger-Lang Increases Screen Production

Production of Tension-tite and Roll Away window screens has been increased by one-third as a result of an expansion program at the Rudiger - Lang Company's Berkeley, Calif., plant.

The engineering and sales departments at the main office were nearly doubled and other offices were redecorated.

# DEALERS in the NEWS

## MISSOURI

CARTHAGE: Homer L. Stanley recently celebrated his 50th year of business in the same location. He started working for the yard of Ben F. Thomas in October, 1901. Later he bought part interest in the business and became sole owner in 1945, when it became the Stanley Lumber Company.

WEBSTER GROVES: Richard E. Holekamp, Jr., son of the vice-president of the Holekamp Lumber Company, and Miss Carolyn Hickman were married recently.

MOUND CITY: The McIntire Lumber Company plans to build a new 24x80-foot building for storage. It will have a loading dock, and will be of pole construction.

## DELAWARE

NEW CASTLE: The Germantown Historical Society and men of the Arch St. Presbyterian Church of Philadelphia enjoyed a historic tour recently, thanks to Lumberman Jim Eliason. He was helpful in restoring the New Castle Presbyterian Church to its original form.

## FLORIDA

JACKSONVILLE: M. J. Foley has been appointed president, and James H. Nolan vice-president, of the Foley Lumber Company. The new president succeeds his brother, Lester W. Foley, who is now associated with the Buckeye Corporation, which is building a cellulose pulp mill.

## TEXAS

PINELAND: E. G. Prud'homme, vice-president and general manager of the Temple Lumber Company, has been named chairman of the Neches district of the Trinity-Neches Scout Council.

CLEVELAND: A 9-year-old blind boy, whose mother is ill and unable to care for him, will someday learn to take his place in society, thanks to the Foster Lumber Company. The Cleveland Rotary Club will help place him in the state home for the blind. But the preliminary training period in a private home, at a cost of \$65 a month, is being paid by the lumber firm.

RUSK: Walter W. Courtney is now manager of Temple Builders Supply Company here. He formerly owned an interest in a furniture store.

HOUSTON: The Southwestern Tile Company will be expanded shortly according to W. A. Cummins. He has taken Kendall A. Young into his business as a partner. Young formerly was a tax attorney in Baltimore. . . . J. Fuller, head of the

**DELUXE Superlite PANELS**

**ELEVEN TWELVE COLORS**

...available in 12 pleasing colors. Sheets come in solid colors, 4" x 4" tile effect, Leveline (horizontal lines on 8" centers). Leatherwood (a grained leather effect) is available in 4 colors.

**DURABLE BAKED FINISH**  
...baked on for extra lustre and extra wear resistance.

**ROUNDED-EDGE SCORE LINES**  
...give realistic deep shadow effect.

**LARGE SHEET SIZE**  
...up to 12 ft. long, reduces application cost . . . and no premium for long lengths.

Superlite Panels are sheets of Masonite Preswood, surfaced with a high-gloss, durable baked-on plastic finish in twelve colors. Available in sheet sizes 4 ft. wide, and from 4 ft. up to 12 ft. long. Finished four ways: solid colors, tile design (4" x 4" square), Leveline (horizontal lines on 8" centers) and in Leatherwood (a grained leather effect), in four colors and in sheet size 4 ft. x 8 ft.

LEATHERWOOD	TILE EFFECT	LEVELINE
-------------	-------------	----------

Also available in plain sheets.

**SUPERIOR WALL PRODUCTS CO.**  
4401 N. American St., Philadelphia 40, Pa.  
"for more than a decade"

Fuller Lumber Company, has leased a three-acre site to expand his yard's facilities.

**EAGLE LAKE:** The Alamo Lumber Company has moved its business office back to the Main Street location. The new building is of pink brick, plate glass, and white cedar. Renovation work is being continued on the warehouse.

**ABILENE:** The Fielder-Dillingham Lumber Company has announced plans to build a \$25,000 two-story sales building. The first floor will house builders hardware, bookkeeping department, and offices. Drafting offices and storage facilities will be on the second floor.

**SAN ANTONIO:** J. R. (Dick) Young is new manager of Edgar von Scheele and Company. He has spent 20 years in the lumber business.

**CORPUS CHRISTI:** October 26 and 27 were set aside for the "grand opening" of the Woodson Lumber Company here. Prizes were awarded and 300 goldfish given to children.

**SPUR:** A new lumber yard and hardware store recently opened here. Clarence Alexander is the manager.

**DENTON:** Forty-eight firemen and one million gallons of water failed to keep a fire from destroying the Temple Lumber Company here recently. It was the largest fire in Denton's history. The cause was unknown.

## KENTUCKY

**OWENSBORO:** Building Materials, Inc., was recently granted a charter to sell lumber and other materials. Incorporators are Leroy Miller, Mildred H. Axton, and Pat L. Axton.

## GEORGIA

**MACON:** James T. Leaptrot, W. Rose Lewis, and W. B. Willingham were granted a charter of incorporation to operate the Gray Lumber and Supply Company.

## KANSAS

**LARNED:** The front of the Rounds and Porter Lumber Company is now quite modern, being completely glassed in. The new building replaces the one first occupied in 1915. The public was introduced to the new store for the first time at recent formal opening. . . . Larned citizens also enjoyed another lumber yard "open house" recently. The Clutter-Lindas Lumber Company has doubled the size of its store and modernized the front.

**LYNDON:** Fred A. Haughton has replaced Tony Beck as manager of the Hardman-Snowden lumber yard here. Beck and John Hardman have bought the Corwin Lumber Company in North Topeka. Their firm will be known as the Kaw Lumber Company, Inc., and will be actively managed by Beck.

## Arthur Temple Dies

Arthur Temple, president of the Southern Pine Lumber Company and the Temple Lumber Company retail chain in Texas, died of a heart attack in Texarkana on November 28 at the age of 57.

A graduate of Williams College and a leader in the Episcopal church, Temple had been president of the Southern Pine firm since 1935. He served for 16 years as a director of the Southern Pine Association and this year was head of the Trade Promotion and Conservation Committee.

He is survived by his widow, Arthur Temple, Jr., a daughter, and three sisters.

**GIRARD:** W. E. Chambers has sold his interest in the Chambers-Rhodes Lumber Company to his partner, James Rhodes. Formed in 1946, the firm will be known as the Rhodes Lumber Company.

**KINGMAN:** Construction has been started on a new fireproof building for the Anawalt-Campbell Lumber Company. One wing will be 22 by 150 feet, and another will be 72 feet long.

**CHERRYVALE:** The Woods-Ringstaff Lumber Company has been completely remodeled and redecorated. Work was started over a year ago. The front and sides have been faced with new fir siding, the ceilings lowered, and the floor resurfaced.

**SALINA:** About 6,000 square feet of space will be added soon to the Larson Lumber Company. The new concrete block structure provides for more office, display, and storage space.

**GENESEO:** The Crinfield-Teeter Lumber Company has opened a hardware, paint, and wallpaper store. It was formally presented to the public recently.

## MISSISSIPPI

**GULFPORT:** Mrs. Lynn Baker is now associated with the Hogue Lumber Company. As a consultant, she advises customers on plans, colors, decorating, and other problems.

## MARYLAND

**GAITHERSBURG:** The Gaithersburg Lumber and Supply Company "looks like new." A new storage shed and modern office have been erected. The grounds were leveled and cleaned up.

## SOUTH CAROLINA

**BARNWELL:** Southeastern Concrete Sales, Inc., has been incorporated. Its charter permits the selling of building supplies and ready-mixed concrete.

**CHARLESTON:** Ready Mixed

## Dealers—Here Is a Profitable Business for You

### STONEKOTE

EASILY APPLIED OVER ANY SURFACE!

A VENEER OF STONE-LIKE MATERIAL THAT ENCASES THE BUILDING IN A PERMANENT REINFORCED SHELL. INSULATED . . . WATERPROOFED, FIREPROOFED.

- COVERS NEW OR OLD SURFACES OF WEATHER BOARD, WOOD, SHINGLE, STUCCO, BRICK, CINDER OR CONCRETE BLOCK.
- NO FOOTING REQUIRED, CHANGING OF WINDOWS OR OTHER EXPENSIVE ALTERATIONS.

Fits in with your present sales—Men easily trained—  
Exclusive franchise available.

## STONEKOTE CORPORATION

2196 SOUTH 93RD ST.

WEST ALLIS, WISC.

**Concrete**, a new subsidiary of Skinner and Ruddock Contractors, has opened here. Besides selling concrete and other building supplies, the firm rents truck cranes, air compressors, sidewalk and gutter forms, trucks, trailers, and pile drivers.

### TENNESSEE

**UNION CITY**: The Nailling Mill and Lumber Company has a new ready-mixed concrete plant. The plant already is in operation.

### OKLAHOMA

**ALTUS**: The Long-Bell Lumber Company here was destroyed early last month in a fire that did damage estimated at \$200,000. Of undetermined origin, the fire demolished the 130x150-foot lumber building. Buildings on both sides also are a complete loss. Manager Ralph Parish managed to rescue some records before heat forced him out. Fire Chief Charlie White suffered a heart attack just before starting to fight the fire.

**JAY**: Raymond Bryant has returned to his duties as manager of the Delaware County Lumber Company. He was recalled to active duty in the Army for several months.

### WEST VIRGINIA

**PT. PLEASANT**: A state charter has been granted to the Casto Lumber Company. Incorporators are J. O. and O. N. Casto and Albert M. Cox.

### ARKANSAS

**CALICO ROCK**: The H. E. Keeter Lumber Company recently bought the Ducker Lumber Company here.

**OSCEOLA**: The Crane Lumber Company has a new \$25,000 concrete manufacturing plant, scheduled to begin operations this month.

### NORTH CAROLINA

**JACKSONVILLE**: W. Carroll Bryan, head of the Builders Supplies Company, is the new president of the Jacksonville Kiwanis Club.

**HIGH POINT**: The Southland Supply Company has been incorporated to deal in all kinds of building materials.

### Obituaries

**LLOYD C. CLANTON**, 45, past-president of the Louisiana Building Material Dealers Association, died November 10. He had suffered for several months from a bad heart condition. In 1935 he founded the Clanton Lumber and Supply Company, in Shreveport, and operated it until his death. He was dealer-director to the National Retail Lumber Dealers Association and a steward in the First

Methodist Church. His widow, a son, a daughter, and mother survive him.

**STUART R. REDDEN**, 76, a retired lumber dealer, died last month in Shreveport, La. Until retirement two years ago, he was secretary of the Mansfield Hardwood Lumber Company. He is survived by three sons, a daughter, seven grandchildren, and a great-grandchild.

**GEORGE CARLISLE HAMILTON**, 66, died November 10 in McComb, Miss. He was manager and co-owner of the McComb Lumber and Coal Company. His widow, son, and three daughters survive him.

**EDGAR M. MCGEE**, 71, died November 18 at his home in Charlotte, N.C. He was president of the McGee Lumber Company, which he organized several years ago. Previously he was associated with the Wearn Lumber Company. He leaves a widow, three daughters, son, and two grandchildren.

**ED C. OLSON**, manager of the Benson Lumber Company, died at his home in Eldon, Mo., in October. He had been seriously ill for several months.

**JAMES EDGAR THOMAS**, 69, died at his home in Bolivar, Tenn., October 24. Before moving to Bolivar in 1949 to open a motor court, Thomas had operated lumber and hardware firms at Selmer and Savannah, Tenn.

**J. E. WADDILL**, 87, owner of the Waddill Lumber Company in Carrollton, Mo., died October 17. He bought his present yard in 1906. Previously he had organized the Adair Lumber Company, which operates a number of Missouri yards. His wife, two daughters, and son survive him.

**FRANK T. SHEETS**, 61, president of the Portland Cement Association since 1937 and nationally-known highway engineer, died November 3 in Chicago. He led in developing soil-cement for paving light roads and streets and the tilt-up method of construction. He also planned much of the association's public relations policies. He leaves his mother and son.

**GEORGE P. DARBY**, 81, senior partner in the Builders Supply Company in Pine Bluff, Ark., died at his home November 15. Surviving are his two sons, partners in the business, his widow, and a daughter.

**COOPER F. O'GRADY**, 48, assistant sales manager for the Standard Lumber Company in Birmingham, Ala., was fatally injured when he fell from a 14th-story window. Surviving are his wife, son, and daughter.

**FRED SCHEIDEGGER**, 68, passed away in Chattanooga, Tenn., November 7. Ten years ago he organized the Scheidegger Woodwork Supply Company. Previously he had helped organize the Chattanooga Sash and Mill Works.

Famous TANDROTINE has been returned to the market by popular demand! TANDROTINE is recommended wherever a high grade paint, enamel or varnish thinner is required.

Preferred by professional painters and homeowners alike, TANDROTINE has a high flash point, pleasing odor and is non-irritating. It's excellent for thinning, cleaning brushes, removing paint and grease, dissolving wax and a hundred other household uses.

TANDROTINE is a high grade product . . . as fine a thinner as any on the market and selling for a very economical price! Get new profits, bigger sales . . . Stock TANDROTINE today!



## Ready-Mixed!

(From page 26)

Grayson's "Transit Mixed Concrete Department" has a special duplicate form for "Ready Mixed Concrete Order." Standard letter size, this form includes lines for these important control facts: date, ship to, mail and delivery addresses, community order number, name of person giving order, salesman, specified condition of unloading ground (level, paved, hard, wet, soft), how many (large-small) trucks wanted per hour, earliest hour customer will receive concrete and latest hour, does customer have charge account on our books, or wanted C.O.D., approximate time delivery agreed upon, number of cubic yards ordered, quality of concrete ordered, size slag wanted, per yard price, total price, minimum drayage charge (2 yards), plant price, drayage price, firm order number.

The concrete mix desired is an important factor, so the salesmen,

plant manager and operators must be exact about it. The proper mix depends, of course, upon the kinds of work for which the concrete is ordered, the purposes of the concrete work, and the condition of the ingredients. Concrete mixtures usually are confined to 1:2:4, 1:3:5, and 1:3:6 proportions of concrete, sand, and gravel. All aggregates should be washed, screened, and graduated to size.

The Grayson Lumber Company also has a special sale and delivery form that is machined in quadruplicate. Copies are assigned for billing, permanent records, customer's copy, and delivery record.

Because prompt delivery is an important factor in the price of ready-mixed concrete and its increasing use, this form includes departure time, plant superintendent on duty, loader, and truck driver. It stipulates "10 minutes free unloading time," then itemizes price and amount for the transit-mixed concrete, excessive unloading time, and delivered tons of sand and slag, sacks of cement, and yards of mortar.

This form also stipulates in bold

notice: "Deliveries made into yards, over driveways, or walkways at owner's risk."

The Hickson Lumber Company's separate department in Paragould, Arkansas, promotes the fact that "every batch of ready-mixed concrete is made to order for the customer." A special folder describes Hickson's concrete service and urges the use of ready-mixed for roadways, foundations, driveways, sidewalks, and floors. Twice-a-day radio newscasts draw attractive and profitable orders, too.

Hickson has sold concrete for local highways, store floors, and farm buildings. Farmers respond readily to radio announcements about the use of concrete to floor feeding pens permanently and sanitarily. Two outside salesmen for the Hickson Lumber Company bring in orders for concrete along with other material orders.

To occupy the spare time of the concrete staff profitably, Hickson's Assistant Manager Arlen Fairchild has the workers to make concrete blocks, tile, and fence posts from partial left-over loads and from batches made especially for these stock-made concrete items.

In the Hickson set-up, one man operates the plant, located on a railroad spur that permits carloads of washed sand and gravel to be brought in from close-by Dexter, Mo., and cement from Memphis, Tenn. Two other men drive and operate the truck mixers.

In Martinsburg, West Virginia, the Thorn Lumber Company has four concrete mixing trucks, which can deliver 200 tons of concrete a day. Sales have been running about 80 tons a day.

General Manager Nelson E. Mohler points out that "we have found that a ready-mixed concrete business requires a trading area of about 50,000 people to keep three or four trucks operating profitably.

The Thorn Lumber Company started their plant with an equipment investment of about \$35,000. The equipment investment has been increased to \$100,000 since the beginning in March '50. They maintain an inventory of 500 to 1,000 tons of sand, 200 to 300 tons of limestone, and 500 to 1,000 barrels of cement to keep their four trucks rolling profitably.

Thorn advertises its ready-mixed concrete service on football-game radio broadcasts, on 500 or more postcards to farmers in their three-county trading area, and on the brightly-painted mixing trucks.

## OAK FLOORING AT ITS BEST

We are in a position to ship  
Oak Flooring with Air Dried  
Yellow Pine Boards. Also  
K. D. finish molding and all  
pattern stock in pool cars.

Block Flooring— $6\frac{3}{4}$ " and 9"  
to be laid in Mastic.

**HURTSBORO OAK FLOORING CO., INC.**

PLANT AT  
**HURTSBORO, ALABAMA**  
Phone 129

DOUBLE  
YOUR  
MARKETS

# WESTERN UNION

DOUBLE  
YOUR  
PROFITS

## TO THE BUILDING INDUSTRY

**WATCH THIS MAGAZINE NEXT MONTH FOR MOST REVOLUTIONARY NEWS IN HISTORY OF PREFINISHED WALLPANELS—TWO NEW SENSATIONAL MARLITE PANELS FOR 1952 WILL DOUBLE YOUR MARKETS AND DOUBLE YOUR PROFITS—MARSH PIONEERS AGAIN!**

V. R. MARSH, Executive Vice-President

Marsh Wall Products, Inc., Subsidiary of Masonite Corp.

## how white is white?

“...the penetrating whiteness  
of the penguin's dress shirt mirrors  
the Antarctic snow...”

H. A. Milton



Sell Trinity White—the whitest white cement. Trinity White is a true portland cement. It meets all Federal and ASTM specifications. Use Trinity White for architectural concrete units, terrazzo, stucco, paint, ornamental work, tile setting, etc. Ask for it by its full name *Trinity White*.  
Trinity Division, General Portland Cement Co.,  
111 W. Monroe St., Chicago; Republic Bank  
Bldg., Dallas; 816 W. 5th St., Los Angeles.



# Trinity White

PORLAND CEMENT

## ONE-STOP

(From page 35)

known far and wide as a "one-price dealer" and also for assured deliveries at quoted prices.

Price posting is a paramount duty in this firm. Six price books are kept up to date for use by key personnel in the plant, store, office, and outside. "That's the only way to be sure you have only one price," explained Walter D. (Pat) Evans, vice-president and treasurer, who looks after the company's finances, credit, and buying.

Explaining the company's policies, Secretary Leslie Evans said that "we aim to stock and supply all common modern materials and supplies for light construction. Once a customer has bought from us, we expect to have other merchandise that he will need for maintenance, improvement, or enlargement of his home or shop or office. If he can't find a contractor or mechanic to do his work for him, we will arrange to do it or help find such competent help."



The principal owners of the incorporated Evans Lumber Company, in South Charleston, W. Va., are seen checking plans for a residential project they built for investment. Left to right, they are Walter D., Walter A., and L. Leslie. The father is president and general manager. Walter is vice-president and treasurer. Leslie is secretary. They also run hardwood and softwood lumber mills, and flooring and millwork plants.

"Whether a family needs a half-pint of paint, new screens, or pair of pliers, we expect to fill the need at a fair profit to our firm."

South Charleston is the site of three large industries and many small ones, as well as the "bedroom" for a lot of white-collar workers in Charleston proper. The industries are the Union Carbide and Carbon Company, the Westvaco Chemical Division of the Food Machinery Corporation, and the Barium Reduction Company. South Charleston's population soared from 10,777 in 1940 to 16,627 in 1950!

A building contractor, the senior Evans started the Evans Lumber Company in 1929, the year when the economic crash made it obvious that contracting would not continue so profitable, and that material sales might help support his family. He subsequently began lumber manufacturing operations.

With the upturn of building activity following World War II, the Evans brothers pitched into the business with a desire to fill all building material needs of the contractors, home-owners, and others in South Charleston—which is as close to the West Virginia capital as St. Paul is to Minneapolis, but also as independent!

Leslie Evans applies the architecture he learned at Carnegie Tech by helping customers to select the house plan they need or to adapt one to their space and budget requirements. He and other Evans Lumber Company personnel readily assist customers by estimating the cost of materials for

**Fuller**  
**FLUSH DOORS**

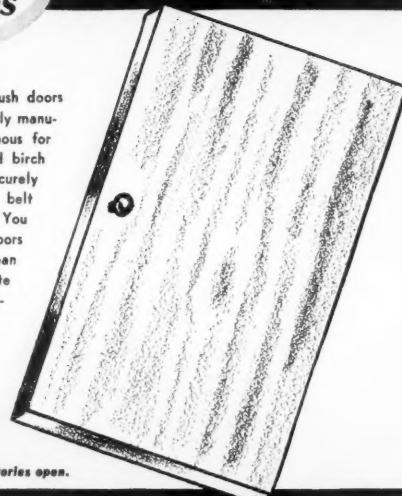
Famous for Quality

Fuller interior and exterior flush doors are well engineered and soundly manufactured, meriting their "Famous for Quality" reputation. Gum and birch multiply face veneers are securely bonded with urea resin glue, belt sanded and hand finished. You can stock and sell these doors with confidence — they mean repeat orders for you. Write for prices and delivery schedules today.

### SPECIFICATIONS

Solid and Hollow Cores 1½" and 1¾" Thickness. Two lock blocks. Oversize 2" stiles and 2¾" rails. Frames equalized.

We have some distributing territories open.



**The T. C. FULLER PLYWOOD CO., Inc.**



LAUREL, MISSISSIPPI



new construction, modernization, or repair jobs.

The Evans Lumber Company operates a big sawmill on a 5,000-acre tract on the Elk river near Clendenin. It has a mill and dry-kiln in South Charleston where oak flooring, and cherry, oak, and maple trim are produced. A complete millwork service is also provided here.

Through a subsidiary, the Evans Lumber and Supply Company, the Evans trio operate sawmills and a concentration yard at Pilot Mountain, near Winston-Salem in North Carolina.

## SALES CHART

(From page 27)

Other partners in the firm are H. R. Clark, who serves as president; F. K. Deaver, vice-president, and Mrs. J. F. Deaver, treasurer.

Each of the four partners takes a section of the firm's organization and runs it. F. K. Deaver is in charge of lumber; D. D. Deaver in charge of finance, and H. R. Clark in charge of Power tools.

Various employees are assigned sections under the partners, and it is their duty to run these in conformity with the policies laid down at the monthly sales meetings.

A firm believer in advertising,

Deaver frequently "plugs" the well-known brand-name products that his firm handles. Occasionally he runs a full page advertisement in the newspaper, listing the famous products that the Pioneer Company sells.

## Georgia Tech Offers 16 Short Courses

The Engineering Extension Division of the Georgia Institute of Technology, Atlanta, is offering a series of two-day courses in subjects of interest to retail lumber dealers and other businessmen. Sponsors include national and regional trade associations in the fields under consideration.

Last month, courses were offered in the Scanlon Plan of stimulating worker-management cooperation, and in Industrial Work Simplification.

Other courses and dates include Taxes and Management, December 6-7; Personal Management for Supervisors, January 17-18; Advanced Time Study, January 31-February 1; Employee Selection, February 14-15; Industrial Financing in the Southeast, March 6-7; Materials Handling, March 20-21; Motion Standard Data, April 3-4; Management and Trade Regulations, April 17-18; Supervisory Training, April 24-25; Office Work Simplification, May 1-2; Job Evaluation and Merit Rating, May 8-9; Cost Accounting, May 15-16, and Employee Training, May 22-23.

Details on living quarters, fees, and points covered by individual courses can be obtained from the Georgia Institute of Technology, Atlanta, Ga.



## On the job!

Our volunteer speakers are saving thousands of lives today . . . in factories and business offices . . . at neighborhood and civic centers . . . at social, fraternal and service group meetings all over this land . . . by showing people what they can do to protect themselves and their families against death from cancer.

To find out what you yourself can do about cancer, or if you want us to arrange a special educational program for your neighbors, fellow-workers or friends, just telephone the American Cancer Society office nearest you or address a letter to "Cancer," care of your local Post Office. One of our volunteer or staff workers will be on the job to help you.

**WEL-BILT FOLD-A-WAY STAIRWAY**

- SAVES SPACE
- IDEAL FOR SMALL HOMES
- ADDS EXTRA ROOM AT SMALL COST

Every home should have a WEL-BILT STAIRWAY. Wasted attic space can be easily converted into valuable storage space, extra bedroom or playroom for the children.

STRONG • EFFICIENT • SAFE

Wel-Bilt Stairways come assembled. THEY ARE easy to install at little expense, and easy to operate.

**SOLD BY LEADING DISTRIBUTORS FROM COAST TO COAST**  
Manufactured by  
**THE WEL-BILT PRODUCTS COMPANY**  
P. O. Box #95  
Memphis, Tennessee

## CONVENTION EXHIBITS

(From page 28)

the exhibitors if those people are not interested in or aware of our exhibit. The exhibit manager is obligated to do something constructive to see that the members of his association take an interest in and know about the manufacturers' exhibits.

I recommend that the lumber dealer associations encourage manufacturers to improve their exhibits by awarding a plaque to one or more exhibitors for the best displays at their convention.

American  
Cancer  
Society



# PRODUCT PARADE

## 411—Plastic Counter Top



A seamless, one-piece plastic counter top, the G-E Monotop, has been introduced by General Electric, Pittsfield, Mass.

This counter top requires no metal trim. A backsplash and front edge are an integral part of the work surface so that there are no sharp angles to harbor germs.

The Monotop can be installed over an old top or rested on base cabinets. A small quantity of adhesive and a few wood strips hold it in place. Miter corners can be cut to accommodate "U" or "L" shaped kitchens.

Monotop is 3/16 inch thick. It is made in 6-foot lengths, 25 inches wide, and in five colors.



## 412—Paint Mix System

The Glidden Company, Cleveland, Ohio, recently introduced the Spred Satin Dramatone Color System. It is described as an exact system enabling the home-owner to mix any of 150 colors of latex emulsion interior paint from basic colors.

Mixing is simple, since formulas specify only standard container

amounts, from quarter-pints to gallons. The containers are said to eliminate waste usually left in tubes.

The Dramatone system was introduced in conjunction with eight new basic deep colors—cardinal red, yellow, green, blue, maroon, sienna red, brown, and black.

According to Carl R. Smedley, Glidden's director of color research, the color preference has swung from the "ivory-beige-buff variety" in 75 per cent of sales to just the reverse in favor of bright colors during the last 25 years.

The Spred Satin colors are said to be completely washable, durable, and easy to apply, having unusually good hiding power.



## 413—New Rubber Tile

The Fremont Rubber Company, Fremont, Ohio, has introduced a new standard-gage rubber tile that is said to compete in price with less expensive floor coverings. It sells for 22 cents a square foot F.O.B. Fremont, or plus zone freight charge F.O.B. a distributor's warehouse.

Customers are promised a "lifetime of wear" with this new standard gage rubber tile. It is made in many fade-resistant colors.



## 414—"Ranch" Garage Door

The "Rancher" has been added to the How-ell-dor garage door line, made by the Howell Manufacturing Company, Cottman Street and Hasbrook Avenue, Philadelphia 11, Pa.

This three-section upsweep garage

door has a simple, functional design to harmonize with ranch-type houses. The top section is either open or solid.

It is made in two stock sizes, 7 feet high and 6½ feet high. Both are 8 feet wide and 1½ inches thick.



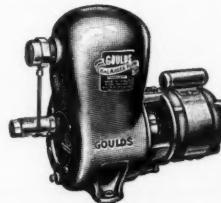
## 415—Asphalt Surfacing

Maintenance Products, Inc., Columbus, Ohio, has announced that its chemically-emulsified asphalt products are now available on a coast-to-coast basis.

Shipments of Gemaco floor mastic binder, Gemaco Tuff Top, and Gemaco Traffic Top can be shipped from Oakland and Los Angeles, Calif.; East Providence, R. I.; Baltimore, Md.; Mobile, Ala.; St. Louis, Mo., and Columbus, Ohio.



## 416—Tankless Water Pump



Goulds Pumps, Inc., Seneca Falls, N. Y., now offers a new self-contained, shallow-well water system

### For Free Information—

We want more information on the following new products described in SOUTHERN BUILDING SUPPLIES.

Please send us information on the numbered items checked below:

- 411... 412... 413... 414... 415...
- 416... 417... 418... 419... 420...
- 421... 422... 423... 424...
- B-615... B-616... B-617... B-618... B-619...
- B-620... B-621... B-622... B-623... B-624...
- B-625... B-626... B-627... B-628... B-629...
- B-630... B-631... B-632... B-633... B-634...
- B-635... B-636... B-637... B-638...

Clip this coupon and mail it today to:

**SOUTHERN BUILDING SUPPLIES,**

**806 Peachtree St., N. E.**

**Atlanta 5, Ga.**

NAME.....

POSITION.....

FIRM.....

MAIL ADDRESS.....

that operates without a storage tank. The retail price of the whole water system is about \$109.50.

The Close-Cupid Balanced-Flow Jet has a pump capacity of 520 GPH at 10 feet suction lift. Its self-adjusting capacity feature provides fresh running water no matter how many outlets are in use at once.

Measuring 20 by 11½ by 15 inches over-all, the pump can be installed almost anywhere. It offers permanent alignment, quiet operation, freedom from wear, and resistance to corrosion.



#### 417—Lime Plasticizer

The E-Z-On Corporation, 1725 West Pershing Road, Chicago, Ill., has introduced a mechanical lime plasticizer that is said to produce lime putty of high plasticity and wall workability in two minutes, without soaking, hoeing, or screening.

Called the Limestir, the machine operates on the electric-mixer principle. Pressure-hydrated lime is slowly added to water in the mixing can as it is violently agitated by two high-speed motor-driven propellers.

The manufacturer claims that Limestir's thorough mixing and wetting eliminates "high spots," a frequent cause of painting troubles, and minimizes check cracking.



#### 418—Hollow Metal Door

Diebold, Inc., Canton, Ohio, now makes a new hollow metal sliding door to save space in small apartments, homes, and offices.

This lightweight door is said not to warp, bind, or sag. The hollow design adds soundproof qualities. A concealed floor guide prevents danger of scratching the surface of the door. Installation of the prefabricated door frame is simple.

This door is made in a 2-foot 6-inch by 6-foot 8-inch size. The thickness is 1½ inches. The door jamb is 5¾ inches wide. The overhead track is 60 inches long with a wall pocket 30-13/16 inches deep.



#### 419—Nylon Paint Brush

The Wooster Brush Company, Wooster, Ohio, announces a new line of all-nylon paint brushes, called the Nu-Century line. They were so named in honor of Wooster's starting a second century of manufacturing.

These new brushes feature pre-conditioned nylon filaments with flagged tips. The action of these filaments is much the same as that provided by hog bristle. The brushes are said to have better paint pick-up and to reach a state of top efficiency faster.



#### 420—Intercom System

The Talk-A-Phone Company, 1512 South Pulaski Road, Chicago, Ill., has introduced a new intercommunications system, the CL series, in a low-price range.

The CL series offers a flexible combination from which incoming calls may be answered from a distance up to 40 feet from any master station or sub-station. Master stations may talk with each other, and sub-stations may be called collectively or privately.

The Talk-A-Phone CL-5 provides 5-station use. The CL-10 unit provides 10-station use.



#### 424—Easy Hand Truck

The Rapids-Standard Company, Inc., Grand Rapids, Mich., now offers four different models of their Wheel-

Ezy hand trucks with four types of wheels.

They come with single or double handles, and open or plate nose. Two-wheeled trucks easily move up to 500 pounds of materials.



#### 421—Table-Top Lavatory

The Highlyn lavatory, designed for custom-built counter-top installation, is now offered by the American Radiator and Standard Sanitary Corporation, Pittsburgh 30, Pa.

This new enameled cast-iron flatrim lavatory is especially suitable for powder rooms where space is a problem. A metal frame forms a

Thrifty for Them...  
PROFITABLE  
FOR  
YOU...  
**Satin-lite**  
DECORATIVE WALL BOARD

For Economy in  
**REMODELING**

Meeting many of your customers' needs for economy is the main selling point for *Satin-lite* Baked Finish Wall Panels. *Satin-lite* also fulfills your customers' desire for beauty, wearing qualities, ease of installing, and ease of cleaning. In its price range, we believe *Satin-lite* is unequalled and you, too, will come to that conclusion after you have made a careful comparison. *Satin-lite* has many varied applications on all types of remodeling jobs. You can sell it with confidence . . . and PROFIT. See your jobber or use coupon to request samples.

Distributed through Lumber and Building Material Jobbers and Dealers

MAIL THIS  
COUPON FOR  
SAMPLES OF  
**Satin-lite**

SBS

Name.....

DEALER

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Company.....

Street.....

City.....

**Wallace**  
MANUFACTURING CO.  
10th and Fayette, North Kansas City, Mo.

State.....

## PRECISION folding stairway



**NO SPRINGS**

**NO ADJUSTMENTS**

### SIMPLE AND EASY TO OPERATE

A slight pull of the cord and the cleverly engineered counter weights silently ease the stairway into down position. The same counter weights return the stairway to its up position with equal ease.

### RUGGED AND STRONG

Construction of No. 1 kiln dried poplar throughout. Brackets and rocker arms made of cast aluminum, hinges of cast brass. Trim is not furnished. All parts are numbered and interchangeable. Frame is made to fit 26" x 54" opening in ceiling.

### INSULATED

Panel is insulated with Cellufoam and protected with tough chip board.

### SAFETY TREAD

Each step is covered with regular running-board composition safety treads. Adds to appearance as well as safety.

### FITS ALL CEILINGS

The stairway fits any ceiling from 7 feet to 9 feet, 9 inches figured from finished floor to finished ceiling. Runners are graduated to facilitate cutting off at different heights. Two standard sizes: 8' 9" fits from 7' to 8' 9" ceiling, 9' 9" fits from 8' 9" to 9' 9" ceiling.

### REQUIRES NO ATTIC SPACE

Full height above attic floor is only 36". Folds completely into 26" x 54" opening in ceiling.

### SHIPPED IN 1 PACKAGE

Precision Stairways are packed completely in one heavy carton, assembled and ready for installation, which offers a considerable savings over other attic stairways. Shipping weight 125 pounds. Sold by more than 12,000 dealers in U.S.A. and Canada.

For complete information write us today

Manufactured by

**PRECISION PARTS CORP.**  
Nashville 7, Tennessee

water-tight seal between the cabinet top and lavatory.

The Highlyn measures 20 by 18 inches. To harmonize with other American-Standard fixtures, it is made in five colors.

## 422—Fire-Resistant Wall

Firestop Bestwall is a new wallboard made by the Certain-teed Products Corporation, Ardmore, Pa., especially for long resistance to fire.

Latest Underwriters Laboratories tests give this new gypsum wallboard a one-hour ceiling rating for  $\frac{5}{8}$ -inch panels;  $\frac{3}{4}$  hour for  $\frac{1}{2}$ -inch, and  $\frac{1}{2}$  hour for  $\frac{3}{8}$ -inch panels. These superior fire-resistance properties for single layers of the board on load-bearing walls and ceilings are due to unexpanded vermiculite and incombustible fibers in the gypsum core.

Firestop Bestwall is now available

nationally. Production has been stepped up five-fold to meet demands.



## 423—Asbestos Shingles

The Asbestos Company of Texas, P. O. Box 1082, Houston, Tex., has added Mustang asbestos roofing shingles to its line of asbestos cement building materials.

The new line includes Dutchlap shingles in the 16x16-inch size and the new 12x24-inch size. The 12x24-inch shingle is made in six colors—gray, white, blue, tan, green, and coral; the 16x16-inch shingle in white and blue-gray. These shingles have a granular surface, utilizing a special process that keeps the non-fading granules from wearing off.

The new Mustang shingle line includes roofing accessories.

## PRODUCTS IN BRIEF

For full details on these new products, return coupon on page 76

**B-615.** The OA and OB Multi-Vane portable air drills are made in several speeds for work up to  $\frac{1}{4}$ -inch capacity. They weigh from 2 $\frac{1}{2}$  to 3 $\frac{1}{2}$  pounds. They feature short one-piece housing, automatic lubricator, two styles of palm-fitting handles, five-vane air motor for smooth flow of power.

**B-616.** The Clark Smoothie sander is now packaged in a carton that forms a counter display when the top is raised and folded back. The colorful, eye-catching package lists the many uses of the Smoothie.

**B-617.** The Wooster Deluxe paint roller has a new cover of top-grade mohair. Available in lengths of 4 $\frac{1}{2}$ , 7, and 9 inches, it is said to guarantee excellent painting results with primers; with oil, water, and rubber-base paints, and with enamels. Nylon bearing-end caps provide smoother roller action.

**B-618.** Silipruf is an invisible sili-

cone resin masonry water repellent. It penetrates as much as  $\frac{1}{4}$ " into the surface, yet does not prevent the masonry from "breathing." Applied by brush or spraying in temperatures as low as 15 degrees F.

**B-619.** Crawford overhead garage doors are now treated with Magi-Cote wood preservation for all shipments east of the Rockies. Models thus protected include the Crawford Marvel-Lift, Fleetwood, Doormaster, Stylist, and Riviera models.

**B-620.** The Cushionette water system is designed for wells with a suction lift of 20 feet or less. A specially molded air-cushion rubber tube on the inside of the tank completely fills the water compartment when inflated to 25 pounds pressure.

**B-621.** Brightboy rubber-cushioned abrasives have a rubber binder that gently retards the cutting effect and cleans and polishes the surface at the same time. These abrasives are

**SOUTHERN PINE LUMBER**

Member S. P. I. B.

WORD GRAND OAK FLOORING...WORLD'S LARGEST

Siding Finish  
Red Dimensions  
KD Pine Flooring  
YELLOW POPLAR  
RED CEDAR CLOSET LINING

W. J. WORD LUMBER CO.  
Phone 327 — SCOTTSBORO — ALABAMA

made for both machine and manual use, in wheels, sticks, rods, and blocks.

B-622. The new Ajax monogram door knocker is made of cast brass, with all standard finishes. The monogram forms the knocker part of the fixture.

B-623. A novel "animated" hardware display has been designed to show off Grant sliding door hangers. Three feet wide by 2½ feet high, the display has two sliding doors. One lists the hardware's characteristics. The other door slides back and forth, driven by a motor.

B-624. The Heat-Timer thermo-static radiator valve permits regulation of heat in each room individually. Ordinary radiator valves are replaced by the Heat-Timer, with a dial to set for heat control.

B-625. A home water softening unit — called Lindsay automatic water softener—has a special timing valve for automatic control of regeneration. At the end of the regeneration cycle, the unit is switched back into service. The softening material is Dow hi-capacity resin. The unit comes in six sizes.

B-626. General Electric now makes a single garbage disposer model—with or without a flow switch. This switch prevents the disposer from operating except when the proper amount of cold water flows.

B-627. The Sanistand woman's urinal is a wall-hung fixture without a seat to become contaminated. The fixture can be installed easily in place of existing commodes, in most cases.

B-628. The Interstate mechanic's protractor is made of Vinylite plastic for durability and stability. Measuring up to 180 degrees, it automatically gives three readings—for an outside angle, for adjacent inside angle, and inches-per-foot against degrees.

B-629. Two new paint products—Porcelain Eggshell enamel and Eggshell stipple finish—have been added to the basic paints that can be tinted with Nu-Hue tinting colors. Both offer surface hiding in one coat and are said to be unusually durable.

B-630. Steelcote stainless steel coating for all metal surfaces is said to guarantee protection against rust, corrosion, and other deterioration caused by salt air, water, industrial atmospheres, alkalis, oils, greases, heat, cold, and sunlight. The non-flammable film is applied by brush or spray gun.

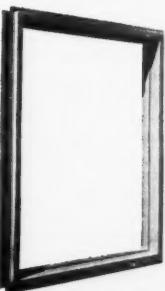
B-631. A new General Electric automatic washing machine washes, rinses twice, spin-dries, and shuts itself off. The machine can be stopped at any point during the wash cycle. It holds up to 5 pounds and uses 10 gallons of water when turned to a small-load selector. At normal setting, it holds 9 pounds and uses 17 gallons of water.

B-632. The Milwaukee Flush Valve Company now makes a new shower head molded from Melmac plastic. It

No. 1

## in the Modern Building field

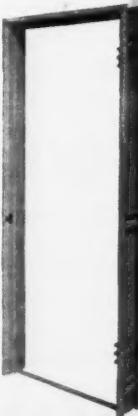
### ONE-DER FRAMES



Complete One-Piece Metal Frames for any type of Construction

Each frame arrives on the job a complete, one-piece unit ready to set in the wall. No job-site assembly. No pieces to put together. No finish carpenter labor required. Nothing extra to buy.

Prompt Delivery anywhere in the U. S.



Write for full information

**ONE-DER FRAME Corporation**

2109 Third Ave., North

Birmingham 3, Ala.



# Now You Can Sell a Roof Coating Which INSULATES

and

## WATERPROOFS with one brushing!

S-T-R-E-T-C-H INSULATED

ROOF COATING

IS NOT A REFLECTIVE

COATING—

**ROGERINE**

the miracle insulating ingredient

is compounded

**RIGHT INTO THE ASPHALT**

THE INSULATION IS A COMPLETE

BLANKET OVER THE ROOF—

NOT JUST SURFACED

Made Exclusively by

**SEABOARD**

**PLASTICS CORP.**

IRVINGTON, N. J.

resists heat and water and is made in a gray shade.

**B-633.** The Bard 70,000-BTU gas winter air-conditioner, with "hi-boy" appearance, offers a choice of a side inlet for return air into the back of the furnace through a removable panel or through the base when the unit is installed over a floor unit.

**B-634.** Tuf-Lite shower stall bases are made of molded reinforced plastic, of the type used for bullet-proof vests. Light in weight for shipping, they cut down noise of shower spray. They are said not to crack, chip, peel, or rust. Available in several colors that are in the plastic.

**B-635.** Trio store front signs are finished in baked enamel, said to be durable for five or six years. The letters are cut out for attractive dimensional appearance. They are made to order in 157 colors.

**B-636.** Rib-Lock 68 is a new scratch- and mar-proof plastic tile especially suited to institutional and commercial installations. Made in a 6x8-inch size, in a full range of colors, the bevel tile has an over-all brushed grain pattern. It does not catch or hold dirt and cleans easily with soap and water.

**B-637.** Suntan Blend is a new color added to Armstrong's line of Temlok wall plank. It has several rich, wood-like shadings. The three widths—8, 12, and 16 inches—can be used effectively together for random effect. Jointed edges speed installation.

**B-638.** A new hand truck, the Wheel-Ezy, moves bottles, boxes, bags, barrels. Its wheels easily go up stair treads. The nose is of high carbon steel to make it take heavy wear.

### **BIG-4 CODES**

(From page 37)

eliminate differences in building codes that already have achieved wide recognition and utilization. Through the Committee's work, a practicable degree of uniformity in building requirements will be effected on a truly national scale.

There are some areas not having building codes where need exists for regulations to govern the structures being erected, particularly in non-urban areas adjacent to cities. However, the type of building regulations needed to meet the requirements of these areas usually is quite different from the type of regulations needed for urban areas. A state building code could hardly meet the needs of both urban and non-urban areas properly — types of structures, conditions of hazard, fire fighting facilities and other conditions are different.

Obviously, the building regulations needed to govern built-up

areas would be more comprehensive and generally more restrictive than those required in rural or semi-rural areas. The latter now are generally being provided for by county codes which are usually less comprehensive and less restrictive than the building codes in urban areas and give better recognition to the conditions and problems that prevail within county subdivisions. It should be noted again that abbreviated model codes are available which are especially designed for use by small communities.

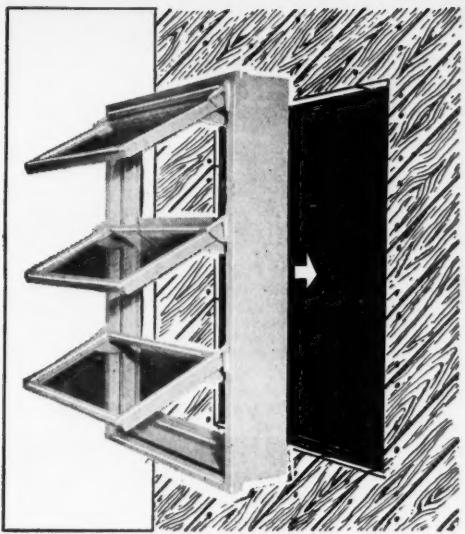
Suggestions have been made that uniformity of building requirements can be effected through the preparation and adoption of state codes, but state codes do not provide a solution to the problem of uniformity of building requirements.

Were every state to enact a state building code, whether or not mandatory in its application within the state, we would be confronted with a multiplicity of conflicting requirements from one state to another unless the states adopted one or another of the standard model codes. Furthermore, state codes would not replace municipal codes since local governing bodies, in those few states which have state building codes, may and frequently do adopt building codes quite different in their technical content from the state code.

In any case, the enactment of state codes would in no way lessen the need for a continuation of the progress now being made through the four model codes toward the desirable objective of uniformity of building regulations throughout the country.

The competitive spirit developed by the four organizations sponsoring model building codes in promoting the recognition and adoption of those by cities throughout the United States is a healthy motivating force that will stimulate each organization to improve its respective code and keep its regulations up to date. Through the Joint Committee on Unification of Building Codes the best treatment of every building code problem, as developed by any of these organizations, will be subject to review and endorsement.

It is our firm judgment that support should be given to the four nationally accepted building codes already promulgated and to the Joint Committee on Unification of Building Codes.



## GOT AN OPENING FOR A *Super Salesman?*

Maybe you never thought a window could sell a house. But just install Gate City Awning Windows in a sample house and watch curiosity develop into desire for possession through the irresistible selling power of their advantages:

- Distinctive architectural design.
- Feather-light worm-and-gear operation by a small handle.
- Draft-free, safe ventilation in all weather.
- No danger of rain damage.
- Natural air circulation promoted by tilt of sash.
- Easy, safe indoor cleaning.
- Child safety.
- Indoor screens and storm sash—no rain streaks on exterior walls.

Gate City Awning Windows may be just the "plus" to stamp your homes as the best buy in your locality. Their cost is low enough for your smallest home.

Write for full information, sizes, prices, etc. Gate City Sash & Door Co., Dept. B, Fort Lauderdale, Florida.

AWNINGS WINDOWS BY  
**Gate City**

DECEMBER, 1951 . . . Tell our advertisers you saw it in SOUTHERN BUILDING SUPPLIES



## No. 32 CIRCLE CUTTER

Here is the newest in glass cutting equipment. Although small and simple, it attracted considerable attention at the New York National Hardware Show where it was introduced . . . and a surprising number of orders were taken.

It is the cutter you have been asking for to cut flash light lenses. It will cut glass circles from  $\frac{3}{8}$ " to 5" in diameter. Hobbyists will want one of these circle cutters in their work shop, and many others, too, will find them useful.

Get yours now. Place an order with your jobber today. The dealer price is only \$5.35 each.



### HOW IS YOUR GLASS CUTTER STOCK?

If your glass cutter stock is getting low, now is the time to replenish that too. Keep FLETCHER cutters on your shelf for your own use, and for resale to your customers. More users are now requesting the FLETCHER cutter than ever before. Sell them the brand they prefer.

**THE FLETCHER-TERRY COMPANY**  
586 SOUTH STREET • FORESTVILLE, CONN.

**SLIDING DOOR TRIM**

Rite Trim has the look of quality . . . it is high quality, too, yet prices are modest! When you think of sliding doors remember

Adams-Rite can supply the proper trim from a cup pull to a completely modern lock. You'll especially admire our lock . . . It installs as a single assembly even in narrow stiles by a simple cut-out, no mortise. Three types fit all doors from  $1\frac{1}{8}$ " to 2" in thickness. Adaptable to doors of either hand with deadlock either side and emergency unlocking feature opposite. For maximum security, pin tumbler cylinder operation in the escutcheon is optional. Escutcheon measures  $4\frac{1}{2}$ " x  $2\frac{1}{8}$ ". A variety of standard finishes available on all Adams-Rite items.

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**ADAMS-RITE**  
MANUFACTURING CO.

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CALIFORNIA U.S.A.

# Helpful Literature

Mostly free...Some for a fee

**"SPLIT-LEVEL HOUSES** Designed for Solid-Fuel Heat" contains information from a research report of the Small Homes Council. It tells how advantages of both one-story and two-story homes can be obtained by separating houses into a ground-floor living level, raised sleeping level, and depressed utility level. Several section plans are combined into 14 suggested house plans in the booklet. It costs 50 cents from the Small Homes Council, University of Illinois, Urbana, Ill.

**"VERMICULITE** Plaster Fire-proofing" has been enlarged to an 18-page booklet that summarizes all fire tests on construction assemblies protected by vermiculite plaster. Sketches show typical fireproofing details. The Vermiculite Institute, 1720 Madison Street N. E., Minneapolis 13, Minn.

**CAULKING GUNS.** Newest promotion of Handicalk caulking guns stresses new uses and the value of caulking. "How to Save Fuel, etc." is a new folder telling caulking uses, offered free to Handicalk dealers for quantity mailing. The Gibson-Homans Company, 2366 Woodhill Road, Cleveland 6, Ohio.

**MOVIE ON ALUMINUM.** "The Shape of Things to Come" is a 16-mm sound color motion picture presenting the advantages of using extruded aluminum parts in building products and other products. It covers application and the production of extruded parts. The Reynolds Metals Company, 2500 South Third Street, Louisville, Ky.

**DISPLAY CLOCK.** A large electric clock that displays "Weldwood Plywood—Guaranteed for the life

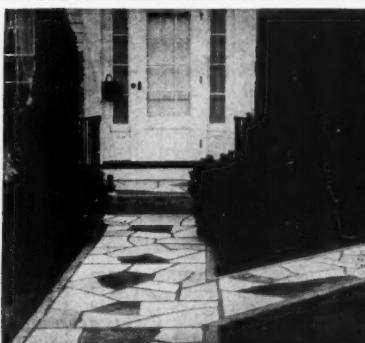
of your home" is offered at low cost to plywood dealers. It is cased in aluminum and guaranteed for one year. The U. S. Plywood Corporation, 55 West 44th Street, New York 18, N. Y.

### TERMITIC PICTURES



This handsome plywood rack for literature on termites is offered by the E. L. Bruce Company to lumber dealers participating in the Terminix Authorized Representative Plan. Under this system, the dealer merely passes on leads to the nearest licensee and reaps a commission on jobs sold. For more facts write to the Terminix Division, E. L. Bruce Company, Memphis 1, Tenn.

**ADVERTISING DECAL.** A decal, 8 inches wide by 4 inches high, is now offered to help sell Sisalkraft products. It is suitable for the inside or outside surface of doors, windows,



### Dealers Wanted

Become an exclusive Vermont marble flagging dealer. Also colored slate and other stones.  
Write today for full details and prices.

**TRU-STONE COMPANY**  
LAKE BOMOSEEN, VT.

counter walls, delivery trucks, and other conspicuous places. Free from the Sisalcraft Company, 205 West Wacker Drive, Chicago 6, Ill.

**WALLPANEL FACTS.** "The Facts About Prefinished Wallpanels" is a pocket-size 8-page booklet that answers questions most frequently asked about this permanent, smooth-surfaced material. It tells characteristics, uses, sources, and gives selling points. The Prefinished Wallpanel Council, Keith Building, Cleveland 15, Ohio.

**HEMLOCK LUMBER.** A colorful brochure tells the many admirable qualities of Tree Life West Coast upland hemlock lumber and plywood. Illustrations picture various uses during and after construction. The St. Paul and Tacoma Lumber Company, Tacoma, Wash.

**STEEL WINDOWS.** "Fenestra Industrial Steel Windows" is a new catalog that shows such window types as pivoted, commercial projected, and security, and lists their uses and advantages. The Detroit Steel Products Company, 3227 Griffin Street, Detroit 11, Mich.

**PREFAB HOMES.** A 16-page booklet, "Build Better, Build Sooner With Prefabrication," tells of the ability of the prefabrication industry to produce quality homes more quickly at minimum costs. The Prefabricated Home Manufacturers Institute, 908 - 20th Street N. W., Washington 6, D. C.



### ROOFING, SIDING DISPLAY BECKONS BUYERS

For nearly 10 years the Johnson-Chandley Lumber Company in Biltmore, N. C., has attracted motorists across the Swannanoa river with this colorful display of roofing and siding materials. Grayson Chandley helps a homemaker to choose roofing for a modernization job. Displayed on the warehouse are a variety of asphalt and asbestos roofing shingles, horizontal and vertical wood siding, brick veneer and rolled brick asphalt siding, and asbestos siding. The North Carolina retailers, who usually re-paint this display every other spring, admit having sold "several roofs on jobs that we did not furnish any other materials on" because people drove by and saw this selection display.

**COPPER HISTORY.** Paul Revere's founding of the copper industry in the United States—usually overshadowed by his famous midnight ride to warn of the British approach—is recorded in an attractive booklet in

honor of the 150th anniversary of the American industry. It tells how copper has played an important part of our development. Revere Copper and Brass, Inc., 230 Park Avenue, New York 17, N. Y.

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SASH BALANCES  
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MYER-LEE  
DISAPPEARING STAIRWAYS  
A NEW EASY WAY TO YOUR ATTIC  
USE YOUR ATTIC  
FOR EXTRA ROOM

DEALERS  
Increase  
Your  
Stairway  
SALES  
and  
PROFITS

Completely mechanical—no lifting.  
Rigid! Safe! Wide stringers—Wide treads. 2-Panel plywood door—Perfectly balanced.

SELLS FASTER

WRITE FOR COMPLETE DEALER INFORMATION.

FOLDAWAY STAIRWAY COMPANY, INC.  
813 SEABOARD STREET  
PORTSMOUTH, VA.

## Supreme Snark Is "Sho-Nuff" Lumberman

UNANIMOUSLY elected supreme snark of the universe of the International Concatenated Order of Hoo-Hoo at the October conclave in Miami Beach, Fla., was Robert J. Stalker, at right. Hoo-Hoo No. 36918, Stalker joined the Supreme Nine in 1949 as supreme gurdon, and served as supreme Hoo-Hoo during the past year.

Who is Bob Stalker and why is he qualified to be a good Hoo-Hoo member and official? Read the following autobiographical sketch and you will easily see!

"I was born in Baldwinville, Mass., January 5, 1901, and in my tender years my family moved to Canada where I was educated in the Province of Quebec. My father was superintendent of a lumber mill. My Saturdays, holidays and vacations were spent working in the mill or in the lumber camp.

"After graduating from high school in 1919, I really started in the lumber business in earnest; and with the exception of one year wherein I edited a newspaper or house organ for a paper concern in Canada, and six months that I taught school until I was fired, my

activities have been 100 per cent in the lumber field. I returned to New England in 1921 representing Perry Whitney Company in Connecticut until 1925.

"I then journeyed to the Detroit area for a year and a half, trying



BOB STALKER

"Today my business is strictly wholesale lumber carrying a general line, but specializing in hard wood flooring and red cedar products. I operate two warehouses, one at Scituate, Mass., and one at Malden, Mass.

"I was married twenty years this past August 17 and have two boys to show for it. One son, Bobby, Jr., who incidentally is recorded in Hoo-Hoo records as 36918½, is a sophomore at Middlebury College and was 19 on the 9th of October, although I tried hard to make it September 9 but fell one month short. My youngest son is Tommy, age 13, who attends Braintree High School.

"We reside at Braintree for two reasons, one of which is that I own my own home, but the principal reason is that it was the only town in New England that I could find that ended in TREE."



to sell hardwood lumber to the automobile and body plants in that area but gave it up as a bad job and returned to New England where I have been ever since. I represented Gurnsey Westbrook out of their Boston office until 1931, when I started out for myself as a mill representative.

"In 1938 I started wholesaling lumber in addition to mill representation. Since the war it has been 100 per cent wholesale. During the war I spent two years in the Coast Guard Reserve, giving one day per week to Uncle Sam and four days a week were spent as assistant personnel manager of the Armstrong Cork Company at their South Braintree plant.

MEMPHIS, TENN.: Snark Grady Harrison presided over a recent meeting at which 18 new Kittens were inducted. Also present was Supreme Senior Hoo-Hoo Harry B. Weiss. Following the ceremony, the new members were entertained with a dinner at the Peabody Hotel. It was announced that the membership quota of 99 Cats was nearly filled and that new recommendations must be considered carefully. Treasurer Hosea Longwell announced that the project account contained \$4,000 toward erection of a building to train Gailor Hall orphans in woodworking.

AMARILLO, TEX.: Congressman Walter Rogers gave members of the Panhandle Plains HOO-HOO club some tips on keeping their national leaders informed of the lumber industry at the November meeting. The president of the Lumbermen's Association

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Room for Living!  
when you sell  
**EZ-WAY**  
FOLDING STAIRWAYS

Get your share of the remodeling market! Builders and home owners alike find EZ-WAY Folding Stairways the practical way to convert waste space into attractive dens, playrooms, bedrooms and storerooms . . . the perfect answer to more room for living! EZ-WAY Folding Stairways come completely assembled, jamb included, panel attached for easy installation.

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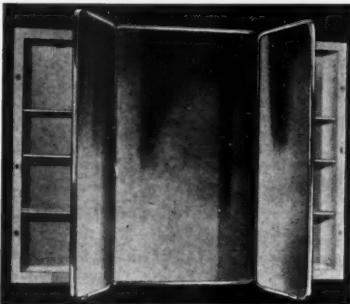
Heatilator Fireplace Units  
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## "Vanity" Cabinet

**Popular Because  
of Its Beauty  
and Low Price**

Distinctive in style, and moderate in price, this "Vanity" Cabinet is fast becoming one of the biggest sellers in the Ideal line.

Besides a large center mirror, 16" x 26", it has two side mirrors 10" x 26" which swing outward, making it an ideal fixture for powder rooms as well as bathrooms. Its two cabinets provide extra large storage space.

Finished in high-gloss, baked enamel. Copper-backed mirrors with stainless steel trim. Adjustable glass shelves. Piano hinges and other features which make it an exceptional value in a LOW-PRICED CABINET.

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Write for descriptive literature on our complete line of bathroom cabinets.

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### FOR IMMEDIATE SHIPMENT!

Create quick sales . . . repeat business with LOXSCREEN. Your customers will appreciate low initial cost . . . more convenience, without upkeep!

Just 2 screws . . . one adjustment . . .  
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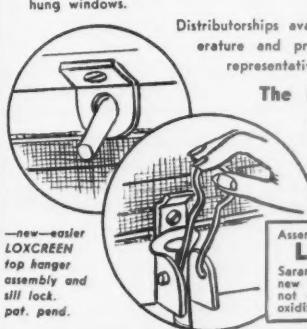
EASIER INSTALLATION . . . Fits snug against blind stop without complicated adjustment. Aluminum floating sill bar. EASIER OPERATION . . . Once in tension, roll LOXSCREEN back or take down to store. Snaps back into tension automatically when re-inserted.

Buy LOXSCREEN units for your own screen application or assembled ready to hang. Treated aluminum-painted wood bars; aluminum floating bar; zinc plated fittings . . . eliminate cost of upkeep. In-stock sizes for all standard double-hung windows.

Distributorships available. Write for literature and price lists or let our representative call.

#### The LOXSCREEN CO.

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Columbia, S. C.



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LOXSCREEN  
top hanger  
assembly and  
sill lock.  
pat. pend.

Assembled screens have  
**LUMITE**  
Saran Screen cloth with  
new selvage edge. Will  
not crimp, rust, stain or  
oxidize.

ciation of Texas, W. B. Milstead, and several associates discussed industrial problems with the Cats, who joined in to express their views. Dick Hughes, of the National Association of Home Builders, threw some light on construction problems. Former Snark of the Universe Lynn Boyd was honored at this meeting.

MIAMI, FLA.: Club 42's December meeting features a demonstration of pistol shooting by a member of the Immigration Board of Control. At the November meeting, Firmin Renuant was appointed Tailwister. They tell us there is no connection between this appointment and the December entertainment!

ST. PETERSBURG, FLA.: These Cats plan to play Santa Claus to a group of underprivileged children at Christmas time. In addition, the club voted \$25 for the St. Petersburg toy campaign.

#### Carpenter Now Offers Overnight Delivery

To provide overnight delivery service within a 600-mile radius of its Birmingham, Ala., plant, the Carpenter Oak Flooring Company recently purchased three large tandem trailers.

These freight vehicles are 32 feet long. They supplement Carpenter's railroad delivery throughout the nation, but have the advantage of making store-door delivery overnight.

#### Marlite Survey Shows Architects' Preferences

Architects in all states were invited, in a recent survey conducted by Marsh Wall Products, Inc., to comment on Marlite plastic-finished wall and ceiling panels and to state whether they specified it by name.

Of the 454 architects who responded, 343 stated that they specified Marlite for projects by name.

Reasons for using this product included "low maintenance — ease of cleaning, lends itself to modern design, fire resistant, quickly installed, economical modernization of old interiors, wide color and pattern selection, beauty, never needs refinishing, and requested by customers."

Patterns preferred were plain-color, Horizontaline scored, and wood, marble, and tile patterns in that order.

Kitchens and bathrooms were rooms most frequently decorated with Marlite.

#### Free Ad Material from West Coast Association

Free booklets, newspaper advertising mats, radio spot announcements, and other merchandising aids are offered to dealers

by the West Coast Lumbermen's Association, 1410 S. W. Morrison, Portland 5, Ore.

The free booklets and mats are slanted to appeal to the farm market, as well as other homeowners.

The association also has made available free color-sound movies. These can be scheduled for showing to customers at an "open house" or other special occasion, and are helpful for sales meetings.

#### MORE TREES

(From page 29)

Cutting practices were improved. Many farmers now use tree tops for pulpwood when they cut saw-timber, instead of leaving them to rot and create fire hazards. Requests poured in from woodland owners for instruction in growth, harvest, and marketing timber crops.

Within 20 years, this program of reforestation and conservation is expected to add \$3,000,000 gross to the forest income of the county.

Inspired by Lee county results, other Alabama counties have launched plans for similar reforestation projects.

**The SLIDE-A-FOLD Disappearing Attic Stairway**

**LOW COST—FAST SELLING**

- A good, practical, economical unit sold only through building supply dealers.
- Carton packed—low freight rate.

**NO NEED TO CARRY VARIOUS SIZES!**

The Standard Slide-A-Fold fits all ceiling heights of 9'2" and less.

WRITE TODAY FOR FULL DEALER INFORMATION ON AMERICA'S MOST POPULAR DISAPPEARING ATTIC STAIRWAY.

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#### more and more IT PAYS TO SELL

All year 'round, keep SISALKRAFT Products on display . . . you'll sell more, every month of the year, because there are so many varied uses in construction and on the farm. High quality . . . low cost . . . profitable turnover. Write for sales aids!

**THE SISALKRAFT CO., Dept. SB12, 205 West Wacker Drive, Chicago 6, Illinois • New York 17, New York • San Francisco 5, California**



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CONSTRUCTION AND  
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## PREMOLDED CALKING



for corrugated  
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roofing, siding

Calk as you erect! Fabco Corrugated Calking Strips are the labor-saving shortcut to weathertight corrugated construction. Premolded to fit all standard sheet corrugations, of compositions of rubber or asphalt, the calking strips are quickly and easily installed as sheets are laid. They form a durable seal at all openings where sheet corrugations meet flat surfaces such as flashings at ridge, gutter, corner and curbing and around doors and windows. They also seal around the shank of the fastener.

Placed between aluminum sheets and structural steel members, they insulate against galvanic corrosion. The strips can be cut, punched or drilled with ordinary tools. Supplied also for calking along a single corrugation or at required diagonals for roof hip or gable sealing.

For full information and diagrams of typical corrugated construction assemblies, write for Bulletin 501 — TODAY!

**FABRICATED PRODUCTS COMPANY**  
WEST NEWTON, PA.

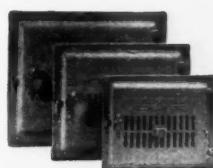
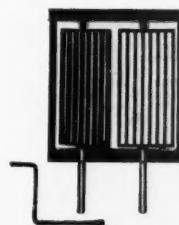
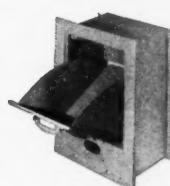
## INCINERATION

### The Real Answer

Cheap gas for home heating is bringing a disposal problem for a great number of households that, under previous conditions would have burned refuse in the coal furnace. . . For new homes, this creates an imperative need for a dependable incinerator built in with hopper door in the kitchen. For the older home that has converted to gas, there are several types of incinerator solution, all described in Donley literature.

Give your mason customers the added service of Donley Incinerator parts, Donley plans and instructions. Eight specifications provide for everything from small cottage to large apartment or industrial plant. Donley hoppers, grates, doors, gas burners, etc., are of advanced and practical design, with dependable quality. Write for booklet.

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Cleveland 5, Ohio



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2

Make that would be tile customer a customer. Tile-laying becomes a cinch with a JMJ Tile Cutter on hand. Mitres, angles, out of line walls . . . Just a breeze. So, make that tile sale by suggesting a rental machine.

**REMEMBER** { 1. Profit on the tile  
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MAKERS OF THE FAMOUS PT-91 PLASTIC TILE CUTTER



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Give YOU

QUICKER TURNOVER  
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REPEAT CUSTOMERS

Give Your Customers

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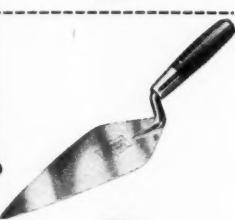
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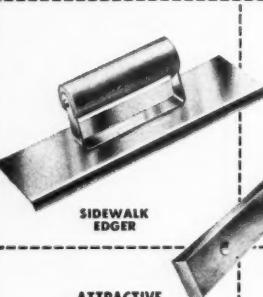
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describing the largest and most complete line of  
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FIRST CHOICE OF THE TRADE FOR 66 YEARS



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WHATEVER your 1951 floor work—modernization, industrial plants, defense and low-cost housing, residences, schools, military construction—Northern Hard Maple stands ready to serve to everyone's satisfaction: **MFMA First Grade** for "high style"—**Second** for utility and appearance—**Third** for utmost value with economy. Combinations, too—**Second-and-Better**, **Third-and-Better**. For **MFMA Grading Rules** and technical data, write today to **MAPLE FLOORING MANUFACTURERS ASSOCIATION**, Suite 556, Pure Oil Building, Chicago 1, Illinois.

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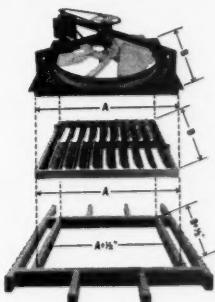
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Measurement A—48"  
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1001 St. Charles St., New Orleans 8, La.

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A New  
LIDING DOOR UNIT  
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SAVES FLOOR SPACE

NEW SILENT OPERATION

ELIMINATES  
SWINGING DOORS

### with 3 OUTSTANDING FEATURES

1. Solid brass, ball bearing, special DOOR HANGERS, operating on aluminum track, permit height adjustment without removing door.
2. Exclusive STABILIZING FIXTURE, operating in bottom door rail, prevents rattles and assure easy, silent sliding.
3. Slotted ESCUTCHEON PLATE at bottom closing edge of door interlocks with RUBBER DOOR GUIDE on closing jamb. Assures rigidly closed door and prevents door edges from striking stops.

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UP TO  
50% IN  
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IT'S TIME FOR  
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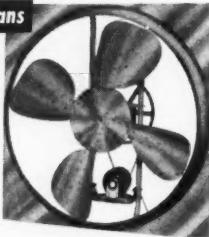
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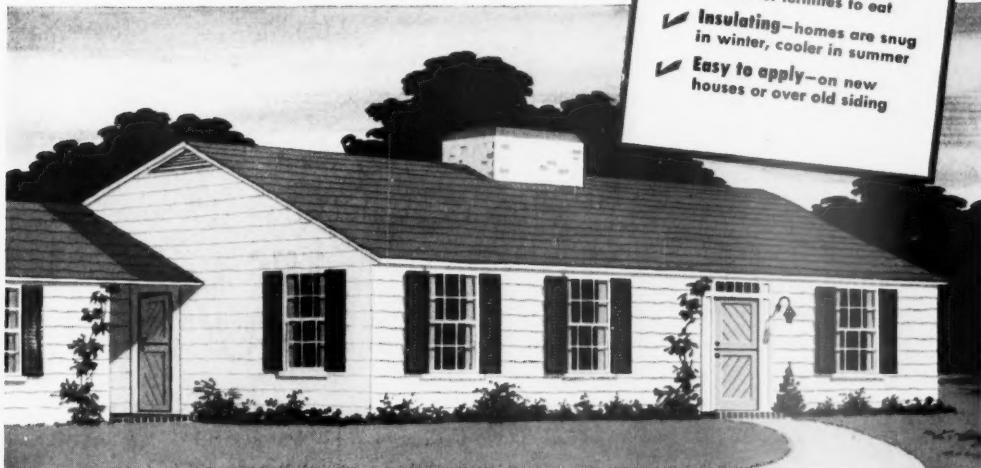
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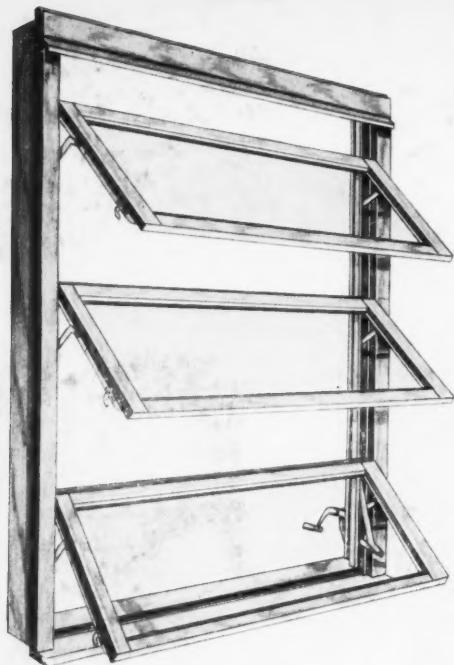
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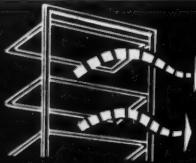
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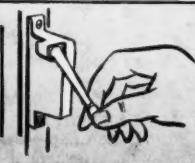
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